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MAESTRÍA PROFESIONAL EN TRADUCCIÓN (INGLÉS-ESPAÑOL)**

**Selling the Book: The Functional Translation of Editorial Costa Rica  
Book Blurbs into English**

Trabajo de investigación para aspirar al grado de  
Magíster en Traducción Inglés-Español

presentado por

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Cédula No. 8-0107-0292

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**Nómina de participantes en la actividad final  
del Trabajo de Graduación**

**Selling the Book: The Functional Translation of Editorial Costa Rica  
Book Blurbs into English**

presentado por la sustentante

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My deep gratitude to Mónica Gómez Hendriks, who has assisted me throughout this entire project—and many others—with friendship, encouragement and advice, and has always been there to supply just the right word when it has eluded me.

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## Abstract

This graduation project consists of a translation and a related translation research report based on the book blurbs extracted from the *Catálogo general de obras*<sup>1</sup> of the publishing company Editorial Costa Rica. Following Skopos theory and Nord's functional approach to translation in which translation decisions are guided by the translation brief and the function of the text in the target culture, these texts are identified as being meant to fulfill the appellative function and therefore to require instrumental translation. The objective of the work is to identify the types of adaptations in rhetorical structure and linguistic realizations that are required for the functional translation of book blurbs into English. To this end, nine corpus studies of book blurbs taking up Swales' genre analysis were drawn on, along with studies of promotional discourse and popular "how to write book blurb" guides, to propose a generic rhetorical structure appropriate to English language book blurbs. This is refined into a profile of desirable features in terms of rhetorical structure and linguistic realizations tailored to the target situation. This profile is then applied to analyze the level of functionality of attempted target texts, comparing translations maintaining a high degree of fidelity to the source text with alternate translations created to meet the profile. It is concluded that, depending on the features of the source text, major adaptations in rhetorical structure and linguistic realizations including the writing of copy can be required for the functional translation of book blurbs from Spanish into English.

**Keywords:** blurbs, appellative texts, Skopos theory, instrumental translation, genre analysis, writing copy, rhetorical structure

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<sup>1</sup> Editorial Costa Rica. *Catálogo general de obras*. San José: Editorial Costa Rica, 2015. PDF file.

## Resumen

El presente trabajo de graduación consiste en la traducción y el informe de traducción de las reseñas publicitarias del *Catálogo general de obras*<sup>2</sup> de la Editorial Costa Rica. La traducción y el análisis se hicieron a partir de los planteamientos de la teoría del Skopos y la traducción funcional de Nord en la cual las decisiones del proceso de traducción se guían con base en el encargo de la traducción y la función del texto en la cultura de llegada. Se identifica que el texto original tiene como propósito cumplir una función apelativa y, por lo tanto, requiere la traducción instrumental. El objetivo del proyecto es identificar los tipos de adaptaciones de estructura retórica y realizaciones lingüísticas que son necesarias para la traducción funcional de reseñas publicitarias al inglés. Con este propósito, se consulta nueve estudios de corpus basados en el análisis de género de Swales, estudios de discurso publicitario y guías populares de «cómo escribir reseñas publicitarias», para proponer una estructura retórica genérica para las reseñas publicitarias en inglés. Se procede a depurar esta estructura a un perfil de características deseables en cuanto a la estructura retórica y las realizaciones lingüísticas adaptadas a la situación meta. Se aplica este perfil al análisis del nivel de la funcionalidad a unos ejemplos de propuestas de traducción de reseñas publicitarias, comparando traducciones que mantienen un nivel alto de fidelidad al texto original con traducciones alternativas que cumplen con el perfil. Se concluyó que, dependiendo de las características del texto original, se pueden requerir adaptaciones significativas, incluyendo la redacción del nuevo texto, para la traducción funcional de reseñas publicitarias del español al inglés.

**Palabras clave:** reseñas publicitarias, teoría de Skopos, textos apelativos, traducción instrumental, análisis de género, estructura retórica

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<sup>2</sup> Editorial Costa Rica. *Catálogo general de obras*. San José: Editorial Costa Rica, 2015. Archivo PDF.

## Translation

### **Translator's Note:**


- All title translations are merely suggestions in the case of books that have not yet been published in English. Titles of books already published in English indicated in square brackets next to the translated title.
- Surnames used in this translation follow those employed in the source text. In most cases, surnames are made up of both the father's surname and the mother's surname. Persons with these names are usually referred to by both surnames. Where the given name is omitted, both surnames are used.

**Example:** Gabriel García Márquez was a writer. García Márquez wrote numerous novels.


- In most cases, two translations are presented for any given book blurb: a translation that remains faithful to the content and style of the original, and an adapted translation with significant adjustments of both content and style made to produce a target text more in keeping with the expectations of the target audience.


Title 1 – *Emperor Tertuliano and the Legion of the Superbroke* by Rodolfo Arias Formoso,


PDF Catalog: Literary Fiction, page 4


Original PDF Catalog Blurb – 40 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El Emperador Tertuliano y la Legión de los Superlimpios</b> <b>Rodolfo Arias Formoso</b></p> <p>ISBN 9789977239194 21 x 14 cm. 144 p. Edición Electrónica ISBN 9789968684088 EPUB 417 KB</p> <p>Publicada por primera vez en 1992, esta novela relata las vivencias y los dilemas de la clase media y los marginados. La fragmen- tación del texto emula el desorden del mundo, el caos, el anuncio de una era distinta.</p> </div> </div>	
Translation Retaining Original Content and Style – 34 words	Adapted Translation – 45 words
<p>First published in 1992, this novel relates the lives and dilemmas of Costa Rica’s fringe-dwellers and urban middle class. The fragmented text represents the chaotic, disorderly state of the world as announcing the coming of a new era.</p>	<p>With acid humor and wicked wordplay, this riotous cavalcade of a novel details the tribulations of a cast of eccentric bureaucrats as they struggle through the ordinary crises of urban life, including frustrated promotions, skin disease, unexpected pregnancies and problems with the boss.</p>


Title 2 – *Mamita Yunai: A Novel* [Extracts appear translated under the title *Mamita Yunai* in the book *Telltale Stories from Central America* by Samuel Z. Stone] by Carlos Luis Fallas, PDF Catalog: Literary Fiction, page 4

Original PDF Catalog Blurb – 34 words	
<div style="display: flex; align-items: center;">  <div style="flex: 1;"> <p><b>Mamita Yunai</b> <b>Carlos Luis Fallas</b></p> <p>ISBN 9789977239279 21 x 14 cm. 290 p. Edición Electrónica ISBN 9789968684057 EPUB 535 KB</p> <p>El autor ha recogido sus impresio- nes en el mismo campo de la ac- ción, sin escamotear las circunstancias más íntimas y desgarradoras de quienes debieron solventar sus necesidades humanas en el co- razón de los bananales.</p> </div> </div>	
Translation Retaining Original Content and Style – 38 words	Adapted Translation – 41 words
<p>The author has compiled his impressions without cutting back on even the most intimate and harrowing experiences endured by those seeking to meet their basic human needs working in the heart of the Costa Rican banana plantations.</p>	<p>A Costa Rican classic first published in 1941, this partly autobiographical tale paints an intimate and harrowing portrait of life for those trying to meet their basic human needs in the United Fruit Company banana plantations on Costa Rica’s Atlantic Coast.</p>


Original PDF Catalog Blurb – 37 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El sitio de las abras</b> <b>Fabián Dobles</b></p> <p>ISBN 9789977239606 21 x 14 cm. 244 p. Edición Electrónica ISBN 9789968684149 EPUB 476 KB</p> <p>Detrás del arduo trabajo diario de la gente labriega, los poderosos acaparadores de tierras fueron tejiendo el drama a base de argucias leguleyas y connivencias políticas: bases del despojo de nuestros campesinos y de su desolación como clase.</p> </div> </div>	
Translation Retaining Original Content and Style – 31 words	Adapted Translation – 53 words
<p>While the people living on the land followed their arduous daily routines, powerful landholders spun webs of legalistic trickery and political machinations leading to their dispossession and desolation as a class.</p>	<p>In the Costa Rica of the 1800s, three generations of pioneers struggle to keep a hold on their land, their traditions and their identity, while powerful landholders spin webs of legalistic trickery against them. A forceful insight into Costa Rican history, by turns heartwarming and heartbreaking, and always sparkling with wit and authenticity.</p>


Original PDF Catalog Blurb – 25 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Obra narrativa, tomos I y II</b>  <b>Carlos Luis Fallas</b>                      ISBN 9789977239088                      (obra completa)                      ISBN 9789977239071 (tomo I)                      22 x 17 cm. 468 p.                      ISBN 9789977239125 (tomo II)                      22 x 17 cm. 546 p.                      Carlos Luis Fallas es uno de nuestros más extraordinarios narradores. Ajeno a formalismos literarios, su obra es un hermoso y contundente testimonio de nuestro realismo.</p> </div> </div>	
Translation Retaining Original Content and Style – 34 words	Adapted Translation – 28 words
<p>Carlos Luis Fallas is one of Costa Rica’s most acclaimed authors. A stranger to literary convention, his work stands as a moving and forceful testimony to the literary current known as Costa Rican realism.</p>	<p>Carlos Luis Fallas is one of Costa Rica’s most acclaimed authors. His writings have become classics that stand as a moving and forceful testimony to Costa Rica’s past.</p>



<b>PDF Catalog Blurb – 62 words</b>	
 <p><b>Memorias de un pobre diablo</b>  <b>Hernán Elizondo Arce</b>            ISBN 9789977239750            21 x 14 cm. 160 p.            Trata de semblanzas, vidas y descripciones de niños impelidos a trabajar en lo que el destino les depare, de hogares que transforman ese trabajo en ganancia para el dueño de la taberna, y luego en violencia familiar; de jóvenes trasladadas a la capital como servidoras domésticas que, tras la violación de turno, son echadas a la calle y lanzadas a la prostitución.</p>	
<b>Translation Retaining Original Content and Style – 57 words</b>	<b>Adapted Translation – 43 words</b>
<p>A novel portraying the lives of children compelled to work in whatever their destiny dictates, from households that transform their labor first into profits for the innkeeper and later into domestic violence; and of youths sent to the city as domestic servants, who, after suffering routine rape, are thrown onto the street and into lives of prostitution.</p>	<p>A powerful and moving Costa Rican classic detailing the conditions of exploitation and misery endured by the ‘poor devils’ of the Costa Rican countryside in the 1950s and 1960s while paying homage to the traditions and dignity of the simple, hard-working rural classes.</p>

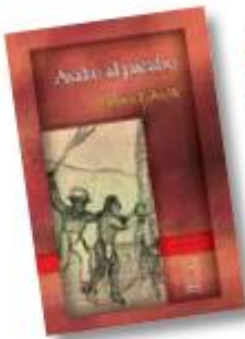

Original PDF Catalog Blurb – 39 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La deslumbrada</b> <b>Mia Gallegos</b></p> <p>ISBN 9789968684354 21 x 14 cm. 180 p.</p> <p>El origen de este libro fue la obsesión por comprender la distancia entre la poesía y la filosofía. La autora los ha llamado textos porque más allá de cuentos se trata de acercarse a una posible respuesta a muchas interrogantes.</p> </div> </div>	
Translation Retaining Original Content and Style – 38 Words	Adapted Translation – 47 Words
<p>This book was born from an obsession with understanding the distance between poetry and philosophy. The author describes these writings as texts because they go beyond mere storytelling in searching for the answer to a multitude of questions.</p>	<p>Who is that woman hanging upside down and swinging towards the vacuum? Why does she hang by just one foot? Is she alive or dead? What abyss awaits her . . . ? Find out in this dazzling collection of thought-provoking stories written in lyrical, poetic prose.</p>


Original PDF Catalog Blurb – 34 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El ingenio maligno</b> Rafael Ángel Herra</p> <p>ISBN 9789968684446 21 x 14 cm. 186 p.</p> <p>El genio Aldebarán cuenta una misma historia que se repite sin cesar y que, sin embargo, cambia cada vez que la cuenta: un hombre espera junto al río... Esta espera es dramática y sorprendente.</p> </div> </div>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 43 words
<p>Aldebarán the genie endlessly repeats the same story, and yet it changes with each retelling: A man waits by a river . . . with dramatic and surprising results.</p>	<p>Aldebarán the genie endlessly repeats the same story, and yet it changes with each retelling: A man waits by a river . . . with dramatic and surprising results. An audaciously witty, creative novel which will make you think—and then think again.</p>


Original PDF Catalog Blurb – 48 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Calypso</b> Tatiana Lobo</p> <p>ISBN 9789968684415 21 x 14 cm. 278 p.</p> <p>El interés de la autora por los personajes de etnias subordinadas se explica por su preocupación sobre la condición desigual a la que se ve sometida la mujer. Además, se acerca a la tradición religiosa afrocaribeña como medio alternativo de pensar el mundo y como forma de resistencia.</p> </div> </div>	
Translation Retaining Original Content and Style – 42	Adapted Translation – 59 words
<p>The author's interest in characters from marginalized ethnicities is explained by her concern about the inequalities to which women are subjected. Afro-Caribbean religious traditions are also explored, both as an alternative way to view the world and as a form of resistance.</p>	<p>On Costa Rica's Atlantic coast, a business is founded, and with it, the entrancing saga of three generations of women from the Afro-Caribbean Scarlet family. Love, ghosts, and obsession, innocence and guilt; all come into play in this vibrant, magical novel celebrating the rhythm and diversity of tropical life and the strength of women who refuse to be repressed.</p>

Original PDF Catalog Blurb – 33 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Juan Varela</b>  <b>Adolfo Herrera García</b>                      ISBN 9789977239149                      21 x 14 cm. 88 p.                      Edición Electrónica                      ISBN 9789968684101                      EPUB 343 KB</p> <p>Esta obra se caracteriza por un tratamiento crítico de la realidad y de la sociedad de la época ante las injusticias que padecían principalmente los campesinos del país.</p> </div> </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation – 53 words
<p>This work is characterized by a critical approach to Costa Rican reality and society early in the twentieth century in view of the injustices suffered by the country’s humble farming folk.</p>	<p>Juan and Ana head off to build a future together in the Costa Rican lowlands, dreaming of converting ferocious jungle into a tame farm. But will dreams and honest hard work be enough to prevail? A rich, poetic novel on the joys and hardships of life in the rural Costa Rica of yesteryear.</p>

Original PDF Catalog Blurb – 29 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex: 1;"> <p><b>El corazón del silencio</b> <b>Tatiana Lobo</b></p> <p>ISBN 9789977239484 21 x 14 cm. 184 p. Edición Electrónica ISBN 9789968684248 EPUB 361 KB</p> <p>PREMIO ACADEMIA COSTARRICENSE DE LA LENGUA, 2009</p> <p>Esta novela propone un acercamiento a la traumática historia naciente de un país que se asemeja mucho a Chile, pero que no está demasiado lejos de casi ningún país latinoamericano.</p> </div>  </div>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 41 words
<p>This novel takes us on an encounter with the traumatic story of the birth of a nation very like Chile, though it could be almost any Latin American country.</p>	<p>In a country that could be almost any Latin American nation, Yolanda and Aurelia's re-encounter brings up past ghosts and mysteries which cannot be ignored. A gripping exploration of the clash of private family dramas with the atrocities of political dictatorship.</p>

Original PDF Catalog Blurb – 49 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Asalto al paraíso</b>  <b>Tatiana Lobo</b></p> <p>ISBN 9789977239316                  21 x 14 cm. 350 p.                  Edición Electrónica                  ISBN 9789968684095                  EPUB 636 KB</p> <p>PREMIO SOR JUANA INÉS                  DE LA CRUZ 1995</p> <p>Con admirable energía, Lobo revela la prolífica vida de la ciudad colonial de Cartago, que provee un típico surtido de políticos corruptos, vanidosos aristócratas, empresarios codiciosos, clérigos pecaminosos y una abigarrada variedad de desafortunados de las clases bajas, cuyos destinos son manejados duramente por los que tienen el control.</p> </div>  </div>	
Translation Retaining Original Content and Style – 46 words	Adapted Translation – 56 words
<p>A vivid depiction of the vivacious Costa Rican city of Cartago in colonial times, with its classic assortment of corrupt politicians, vain aristocrats, greedy businessmen, sinful clergymen, and a colorful crew of wretched lower-class characters whose destinies fall under the harsh control of those holding power.</p>	<p>In the 1700's, the Spaniard Pedro Albarán flees the Inquisition to find himself in Costa Rica, where the colony is fast developing with a classic assortment of corrupt politicians, vain aristocrats, greedy businessmen and sinful clergymen, all at the expense of the native people. An award-winning, wildly entertaining novel which is at once humourous and tragic.</p>

Original PDF Catalog Blurb – 55 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Pedro Arnáez</b>  <b>José Marín Cañas</b></p> <p>ISBN 9789977239040                      21 x 14 cm. 280 p.</p> <p>José Marín Cañas revela su dominio narrativo y su aguda mirada sobre los seres y los acontecimientos. La mujer y la naturaleza adquieren en la obra una presencia decisiva y vital, de envolvente erotismo e intensidad, al tiempo que el relato nos enfrenta al sinsentido de la violencia. Tema y enfoque cuya vigencia resulta indiscutible.</p> </div> </div>	
Translation Retaining Original Content and Style – 48 words	Adapted Translation – 57 words
<p>José Marín Cañas demonstrates his mastery of narrative and his razor-sharp perception of people and events. A novel of pervasive eroticism and intensity where women and nature are vital presences, while at the same time we are shocked by senseless violence. A work of continued indisputable relevance.</p>	<p>After losing his father in tragic circumstances, young Pedro Arnáez heads off in search of a better life. A Costa Rican classic capturing the trials and tribulations of the rural poor in the Central America of the 1940s. This moving, powerful novel demonstrates José Marín Cañas’ mastery of narrative and his razor-sharp perception of people and events.</p>

Original PDF Catalog Blurb – 34 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p><b>El día de la tercera revelación</b>  <b>Manuel Marín Oconitrillo</b></p> <p>ISBN 9789968684330            21 x 14 cm. 178 p.</p> <p>Esta novela rompe con todos los esquemas tradicionales de nuestra literatura, es un ejemplo de creación literaria actual, que ubica a nuestras letras en el ámbito universal con todos los merecimientos del buen narrar.</p> </div> </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation – 42 words
<p>This work breaks all the traditional rules of literature. An exemplary piece of modern writing, this novel places Costa Rican literature on the world stage, boasting all the merits of excellent narrative.</p>	<p>As his grandmother lies dying, Antonio recalls the secrets and intrigues she shared with him, beginning in his childhood and building up to this, the day of the third revelation. A lyrical, intelligent and moving novel on the transcendent power of secrets.</p>

**Original PDF Catalog Blurb – 43 Words**



**A lo largo del corto camino**

**Yolanda Oreamuno**

ISBN 9789977239910

21 x 14 cm. 246 p.

Edición Electrónica

ISBN 9789968684156

EPUB 6,5 MB

Este libro recoge los primeros pasos de Yolanda Oreamuno por las ricas vertientes de la literatura en los años sesentas. También tiene mérito, porque en esos textos se hace obvio su rompimiento con el regionalismo y costumbrismo imperantes en nuestras letras, en esos años.

**Translation Retaining Original Content and Style – 43 words**


This book represents the first steps taken by Yolanda Oreamuno through the rich landscapes of literature in the 1960s. It has the merit of breaking with regionalism and the focus on the everyday which was typical of Costa Rican literature at the time.

**Adapted Translation – 44 words**


A collection of the writings of and about the extravagant and courageous Yolanda Oreamuno, one of Costa Rica's first great avant-garde authors. It includes articles, critique, commentary, letters, and short stories written by Oreamuno herself, along with a selection of articles paying her homage.


Title 15 – *The Executioner’s Labyrinth* by Jorge Méndez Limbrick, PDF Catalog: Literary Fiction, page 6



Original PDF Catalog Blurb – 30 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p><b>El laberinto del verdugo</b>  <b>Jorge Méndez Limbrick</b>            ISBN 9789977239231            21 x 14 cm. 468 p.            PREMIO EDITORIAL COSTA RICA 2009            PREMIO NACIONAL NOVELA 2010            Esta obra desafía al lector a solucionar múltiples claves de la compleja vida nacional, tras las cuales se han organizado los hechos narrados con maestría y paciencia por Méndez-Limbrick.</p> </div>  </div>	
Translation Retaining Original Content and Style – 27 words	Adapted Translation – 33 words
<p>This work challenges the reader to solve the multiple clues related to complex details of Costa Rican society organizing the events narrated by Méndez Limbrick with mastery and patience.</p>	<p>A gripping, masterfully-crafted crime novel that drags the reader on a dizzying journey through an underworld of lonely parks, psychiatric hospitals, mysterious archives, cemeteries and morgues in a race to identify the real executioner.</p>



Original PDF Catalog Blurb – 37 words	
<div style="display: flex; align-items: center;">  <div> <p><b>La ruta de su evasión</b>  <b>Yolanda Oreamuno</b></p> <p>ISBN 9789977239057                      21 x 14 cm. 396 p.                      Edición Electrónica                      ISBN 9789968684071                      EPUB 610 KB</p> <p>Publicada en 1948, se trata de una obra de vanguardia por el empleo de elementos formales y estéticos. Su arquitectura fragmentaria y polifónica se define por el contraste de puntos de vista, de planos espacio-temporales, de voces.</p> </div> </div>	
Translation Retaining Original Content and Style – 38 words	Adapted Translation – 41 words
<p>First published in 1948, this work is avant-garde in its use of formal and esthetic elements. Its fragmented, polyphonic structure is defined by contrasts in points of view, in location in time and space, and in narrative voices.</p>	<p>Considered one of the founding works of modern Costa Rican literature, this award-winning avant-garde work is essential reading. It features a bold, fresh approach to narrative, using stream of consciousness and interior monologue to lay bare the oppressive forces at work in a traditional family.</p>



Title 17 – *The Rainbow and the Grotto: An Anthology of Costa Rican Gay and Lesbian Narrative*  
 edited by Alexander Obando, PDF Catalog: Literary Fiction, page 6


Original PDF Catalog Blurb – 34 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La gruta y el arco iris: Antología de narrativa gay/lésbica costarricense</b></p> <p><b>Alexánder Obando (compilador)</b></p> <p>ISBN 9789977238951                  21 x 14 cm. 258 p.</p> <p>Antología que recorre textos representativos que abordan el tema gay/lésbico, desde los orígenes de las letras costarricenses hasta nuestros días, para aportar una visión incluyente que invita a la reflexión y al encuentro.</p> </div> </div>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 39 words
<p>An anthology of texts exploring lesbian and gay themes from the origins of Costa Rican literature up to the present, providing an inclusive view which invites reflection and understanding.</p>	<p>A rich selection of short stories and extracts from novels exploring gay and lesbian themes by great Costa Rican writers from the origins of Costa Rican literature up to the present. A celebration of diversity not to be missed.</p>

Original PDF Catalog Blurb – 57 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Lluvia del norte</b>  <b>Daniel Quirós</b></p> <p>ISBN 9789968684569            21 x 14 cm. 188 p.</p> <p>Ha sido uno de los peores inviernos en Guanacaste; una mañana las nubes se aclaran momentáneamente y, cerca del pueblo de Hernández, aparece asesinado Antonio Rivas. Pero la madre de Antonio no cree que su hijo estuviera involucrado con el narcotráfico, y contrata a don Chepe –protagonista de <i>Verano rojo</i> de Daniel Quirós–, para aclarar el crimen.</p> </div> </div>	
Translation Retaining Original Content and Style – 61 words	Adapted Translation – 68 words
<p>It has been one of rural Costa Rica’s most intense wet seasons. One morning, the clouds momentarily lift and there, close to the town of Hernandez, Antonio Rivas is found murdered. But Antonio’s mother refuses to believe her son was caught up with drug-trafficking, so she hires Don Chepe—who first appeared in Daniel Quiros’ <i>Red Summer</i>—to solve the crime.</p>	<p>It has been one of rural Costa Rica’s most intense wet seasons. One morning, the clouds lift to reveal the murdered body of Antonio Rivas. Police suspect involvement with drug-trafficking, but Antonio’s mother knows better. She hires Don Chepe—hero of award-winning <i>Red Summer</i>—to solve the crime. A fast-paced, hardboiled crime story which takes us on a gripping exploration of the seamy side of contemporary Costa Rica.</p>


Original Print Catalog Blurb – 52 words	
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: left;"> <p><b>Verano rojo</b>  <b>Daniel Quirós</b>                      ISBN 9789977239361                      21 x 14 cm. 156 p.                      Edición Electrónica                      ISBN 9789968684217                      EPUB 350 KB                      PREMIO NACIONAL NOVELA 2010</p> </div> <div style="text-align: center;">  </div> </div> <p style="text-align: center;">A veinticinco años de la conjura de La Penca, Daniel Quirós nos ofrece un relato fluido, escrito bajo las claves de la serie negra. Con esta obra, el joven autor nos entusiasma, pues sabe cómo tratar tan seductor tema, a la vez que expone las consecuencias sociales de un mundo sin justicia.</p>	
Translation Retaining Original Content and Style – 52 words	Adapted Translation – 57 words
<p>Set a generation after the Nicaraguan <i>La Penca</i> bombing near the Costa Rican border, Daniel Quirós’ fast-moving hardboiled crime novel is an exciting work in which the young author demonstrates his ability to deal with this seductive subject matter at the same time as highlighting the social consequences of an unjust world.</p>	<p>When the peace of a coastal Costa Rican town is shattered by murder, retired insurance salesman and ex-guerilla Don Chepe takes up the challenge to solve the crime. A fast-moving, hardboiled crime story that drags us through Costa Rica’s dark and seamy underside. <i>Red Summer</i> stands out among the very best of contemporary Latin American fiction.</p>

Original PDF Catalog Blurb – 30 words	
<div style="display: flex; align-items: center;">  <div style="flex: 1;"> <p><b>El diminuto corazón de la Iguana</b> Cirus Sh. Piedra</p> <p><b>ISBN 9789968684392</b> 21 x 14 cm. 142 p.</p> <p><b>PREMIO EDITORIAL COSTA RICA 2013</b> <b>PREMIO NACIONAL NOVELA 2014</b></p> <p>Texto experimental que posee una marcada pluralidad de voces; es una novela arraigada en la profundidad de Costa Rica, en sus bajos fondos, en la marginalidad urbana de sus personajes.</p> </div>  </div>	
Translation Retaining Original Content and Style – 28 words	Adapted Translation – 60 words
<p>An experimental text featuring a marked plurality of voices, this novel is enmeshed in the depths of the dark Costa Rican underworld populated by marginal urban characters.</p>	<p>A young man is shot and awaits surgery. In the hospital, he is caught up in a flow of voices: immigrants, students, prostitutes, the homeless . . . telling tales of loves and hates, tragedies, tenderness, and violence. Then a thread begins to emerge, hinting at the crime that led to the shooting. A novel that both dazzles and intrigues.</p>


Original Print Catalog Blurb – 29 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Archipiélago</b>  <b>Heriberto Rodríguez</b>                      ISBN 9789977238920                      21 x 14 cm. 346 p.                      PREMIO EDITORIAL COSTA RICA 2007</p> <p>Terranova, el protagonista de esta novela, realiza una travesía por su archipiélago vital; navega entre cuatro mujeres que, como islas flotantes, habitan su mar interno, su conciencia, sus recuerdos.</p> </div>  </div>	
Translation Retaining Original Content and Style – 37 words	Adapted Translation – 45 words
<p>Terranova, the hero of the novel, undertakes a journey through the archipelago of life, navigating his way between the four women who, like floating islands, inhabit the inner sea made up of his conscience and his memories.</p>	<p>The artist Terranova undertakes a symbolic journey through the archipelago of life, inhabited by four women and his nostalgic memories. One moment lit by black humor, the next melancholic and reflexive, <i>Archipelago</i> has earned its place on the “must-read” list of contemporary Costa Rican literature.</p>


Original PDF Catalog Blurb – 29 Words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Mundo, demonio y mujer</b>  <b>Rima de Vallbona</b>                      ISBN 9789977238975                      21x 14 cm. 490 p.                      Novela polifónica que aborda los conflictos de la protagonista a lo largo de las diversas facetas de su vida: mujer, esposa, madre y escritora, en busca de su identidad.</p> </div> </div>	
Translation Retaining Original Content and Style – 28 words	Adapted Translation – 42 words
<p>A polyphonic novel addressing the conflicts of the main character in the various facets of her life as she searches for her identity as woman, wife, mother, and writer.</p>	<p>Renata, an intellectual Hispanic woman living in the United States, searches to find her identity in a world where she is at once a wife, mother, professional, friend, and immigrant. A beautifully-written, sophisticated novel told through the captivating interweaving of multiple voices.</p>



Original PDF Catalog Blurb – 32 words	
<div style="display: flex; align-items: center;">  <div style="flex: 1;"> <p><b>María la noche</b>  <b>Anacristina Rossi</b>                      ISBN 9789977239743                      21 x 14 cm. 266 p.                      Edición Electrónica                      ISBN 9789968684064                      EPUB 472 KB                      PREMIO NACIONAL NOVELA 1985</p> <p>Es la primera obra de Anacristina Rossi, publicada originalmente en España y traducida al francés; esta es una nueva edición nacional de una novela que habla de erotismo femenino y de autoconocimiento esencial.</p> </div>  </div>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 35 words
<p>Anacristina Rossi’s first novel was originally published in Spain and translated into French. This is a new Costa Rican edition of the novel which explores feminine eroticism and essential self-knowledge.</p>	<p>One night in a London bar, Antonio meets Mariestela, and so begins an intense and complex relationship exploring identity and contradiction, female eroticism, and self-knowledge. Internationally-acclaimed writer Anacristina Rossi’s intelligent, poetic, and pithy first novel.</p>


Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Noche en vela</b>  <b>Rima de Vallbona</b>                      ISBN 9789977239286                      21x 14 cm. 286 p.                      Edición Electrónica                      ISBN 9789968684026                      EPUB 406 KB</p> <p><i>Noche en vela</i> se aleja de la mera indagación y denuncia social, de tal modo que la sustancia que conforma el relato es la resultante de un infatigable esfuerzo del espíritu humano por comprender e interpretar el universo.</p> </div> </div>	
Translation Retaining Original Content and Style – 31 words	Adapted Translation – 44 words
<p><i>The Wake</i> avoids simple social investigation or social protest with the substance of the story instead resulting from the unflagging struggles of the human spirit to understand and interpret the universe.</p>	<p>At her Aunt Leonor’s wake, Luisa relives a lifetime of painful memories. An existentialist novel exploring themes of death, guilt, the struggle to forgive others, and the struggle to forgive oneself. As thought-provoking as it is entertaining, this is an immensely compelling, rewarding narrative.</p>

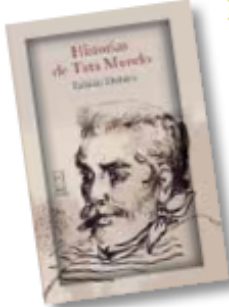
Title 25 – *Stories without End: An Anthology of Contemporary Costa Rican Short Stories* edited by Guillermo Barquero and Juan Murillo, PDF Catalog: Short Stories, page 9

Original PDF Catalog Blurb – 23 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Historias de nunca acabar: Antología del nuevo cuento costarricense</b></p> <p><b>Guillermo Barquero / Juan Murillo (compiladores)</b></p> <p>ISBN 9789977239163 21 x 14 cm. 224 p.</p> <p>Antologada por Juan Murillo y Guillermo Barquero, se reúne el trabajo narrativo de quince crea- dores contemporáneos de Costa Rica nacidos después de 1966.</p> </div> </div>	
Translation Retaining Original Content and Style – 22 words	Adapted Translation – 37 words
<p>An anthology edited by Juan Murillo and Guillermo Barquero gathering together narrative works by fifteen contemporary Costa Rican writers born after 1966.</p>	<p>A cosmopolitan collection of short stories, masterfully crafted by fifteen contemporary Costa Rican writers venturing into the limitless territory of love, betrayal, and social critique while taking up fantasy, flight, and delirium as weapons against the mundane.</p>

Original PDF Catalog Blurb – 48 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Cuentos escogidos</b> Quince Duncan</p> <p>ISBN 9789977239682 21 x 14 cm. 210 p.</p> <p>Este volumen reúne los libros de cuentos <i>Una canción en la madrugada</i> y <i>La rebelión pocomía</i>, dos obras que lanzaron a Quince Duncan al ambiente literario del país por revelar con acierto narrativo, economía de lenguaje y tratamiento de los temas, el paisaje humano de la costa atlántica costarricense.</p> </div> </div>	
Translation Retaining Original Content and Style – 44 words	Adapted Translation – 42 words
<p>This volume brings together <i>A Song at Dawn</i> and <i>The Pocomia Rebellion</i>, the two short story collections which launched Quince Duncan’s literary career and in which he reveals the human reality lived through on the Costa Rican Atlantic coast with thoroughness, unadulterated language, and narrative power.</p>	<p>A collection of powerful and moving short stories by Quince Duncan, one of Costa Rica’s most esteemed contemporary writers, laying bare the joys and struggles of the Afro-Caribbean experience on the Costa Rican Atlantic coast with economy of language and narrative grace.</p>

Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: center; justify-content: space-between;">  <div style="width: 80%;"> <p data-bbox="727 422 997 493"><b>Metales pesados</b> <b>Guillermo Barquero</b></p> <p data-bbox="737 506 971 533">ISBN 9789977239422</p> <p data-bbox="737 537 932 564">21 x 14 cm. 106 p.</p> <p data-bbox="737 569 1143 596">PREMIO ÁNCORA CUENTO, 2009-2010</p> <p data-bbox="748 600 1182 766">Las diez historias que componen <i>Metales pesados</i> son retazos que han sido arrancados de lo anodino de vidas tocadas por el tedio o los males físicos.</p> </div>  </div>	
Translation Retaining Original Content and Style – 23 words	Adapted Translation – 39 words
<p>The ten stories collected in <i>Heavy Metals</i> are scraps that have been ripped from the anonymity of lives marked by tedium and illness.</p>	<p>A fantastic machine built to elude illness; escape gone wrong; the horrible consequences of betrayal dressed as friendship . . . The ten powerful stories collected in <i>Heavy Metals</i> make up a gorgeously-written, darkly humorous exploration of the angst of the ordinary.</p>

Original PDF Catalog Blurb – 28 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Narrativa de Carmen Lyra.</b>  <b>Relatos escogidos</b>  <b>Carmen Lyra</b></p> <p>ISBN 9789977239798            21 x 14 cm. 198 p.            Edición Electrónica            ISBN 9789968684231            EPUB 601 KB</p> <p>En esta obra se compilan un total de dieciocho relatos de la escritora costarricense Carmen Lyra, todos ellos publicados en diarios y revistas entre 1911 y 1936.</p> </div> </div>	
Translation Retaining Original Content and Style – 27 words	Adapted Translation – 40 words
<p>This work collects a total of 18 short stories by the Costa Rican author Carmen Lyra, all originally published in newspapers and magazines between 1911 and 1936.</p>	<p>An eloquent collection of vivid short stories by the iconic Costa Rican author Carmen Lyra. All originally published in the early 1900s, these stories paint a richly detailed and often critical portrait of life in Costa Rica at that time.</p>

Original PDF Catalog Blurb – 46 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Historias de Tata Mundo</b>  <b>Fabián Dobles</b></p> <p>ISBN 9789977239835                      21 x 14 cm. 224 p.                      Edición Electrónica                      ISBN 9789968684545                      EPUB 573 KB</p> <p>Fabián Dobles nos ofrece 25 relatos, mediante el dominio de un lenguaje hondamente popular, con el que expone el temple del hombre y la mujer nacionales, Dobles pintó con maestría la estancia de nuestra vida aldeana, haciendo de Tata Mundo un personaje inolvidable para muchas generaciones.</p> </div> </div>	
Translation Retaining Original Content and Style – 43 words	Adapted Translation – 57 words
<p>Fabián Dobles offers us 25 tales narrated in profoundly colloquial language which demonstrate the mettle of Costa Rican men and women. Dobles paints a masterful picture of Costa Rican village life, making Tata Mundo an unforgettable character for many generations of Costa Ricans.</p>	<p>Celebrated as one of Costa Rica’s most important books, <i>The Stories of Tata Mundo</i> has become essential reading for those wishing to understand the Costa Rican soul. Through the seasoned and appealing voice of Tata Mundo, Dobles relates 25 tales capturing the mettle of Costa Rican people and painting a masterful portrait of Costa Rican village life.</p>

**Original PDF Catalog Blurb – 42 words**



**La propia y otros cuentos**

**Magón**

ISBN 9789977239170

21 x 14 cm. 266 p.

Edición Electrónica

ISBN 9789968684163

EPUB 515 KB



Los cuentos de Magón analizan, entre risas y chistes, al tico en sus expresiones, en sus mañas, en sus experiencias, en sus ideales, en su realidad, en sus ambiciones, en fin. Lo hace con figsa, con un conocimiento muy agudo del ambiente nacional.



**Translation Retaining Original Content and Style – 32 words**

Magón’s short stories take up humor to lay bare the Costa Rican character in terms of language, idiosyncrasies, experiences, ideals and ambitions. This is done with sharp insight into the local environment.

**Adapted Translation – 25 words**

With humor and insight, this classic collection of short stories lays bare the Costa Rican character while celebrating the country’s language, idiosyncrasies, ideals, and ambitions.

Original PDF Catalog Blurb – 49 words	
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: left;"> <p><b>Los herederos</b> <b>Sergio Muñoz</b></p> <p>ISBN 9789977239736 21 x 14 cm. 110 p.</p> <p>PREMIO EDITORIAL COSTA RICA 2011</p> <p>Con destreza y sobriedad, la obra acude a un lenguaje arriesgado y desmitificador; las narraciones deambulan por los rincones, a veces sórdidos, de la ciudad. Nos hablan de seres olvidados y heroicos; aventureros y derrotados; rendidos ante su porvenir y atrapados en el abandono de sus vidas contrahechas.</p> </div> <div style="text-align: center;">  </div> </div>	
Translation Retaining Original Content and Style – 53 words	Adapted Translation – 64 words
<p>A work employing daring, demystifying language with skill and sobriety. The stories wander through all the sordid corners of the city, telling the tales of the forgotten and the heroic, the adventurous and the defeated, those who have surrendered to their fate and those who are trapped in the abandonment of fraudulent lives.</p>	<p>Daring, masterfully-crafted short stories exposing life on margins for the heirs of a system that no longer works. Muñoz takes us on a tour through all the sordid corners of the city, exploring the tales of the forgotten and the heroic, the adventurous and the defeated, those who have surrendered to their fate and those who are trapped in the abandonment of fraudulent lives.</p>

Original PDF Catalog Blurb – 27 words	
<div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <p><b>El circo del deseo</b> Cirus Sh. Piedra</p> <p>ISBN 9789977239187 21 x 14 cm. 132 p. PREMIO JOVEN CREACIÓN 2009</p> <p><i>El circo del deseo</i> recibió el Premio Joven Creación 2009 por tratarse de una obra innovadora, que aporta un estilo fresco a la narrativa joven costarricense.</p> </div>  </div>	
Translation Retaining Original Content and Style – 25 words	Adapted Translation – 35 words
<p>Winner of the 2009 Youth Creation Award, <i>The Circus of Desire</i> is an innovative work that brings a fresh style to youthful Costa Rican narrative.</p>	<p>Prostitutes, drug-addicts, petty criminals, the hopeful and the hopeless . . . All are at large in this innovative, award-winning collection of short stories giving sympathetic insight into the sometimes bizarre underworld of life on the city's margins.</p>

**Original Print Catalog Blurb – 34 words**



**En contra de los aviones**

**Juan Murillo**

ISBN 9789977239569

21 x 14 cm. 118 p.

La calma es siempre antesala de la catástrofe en esta colección de cuentos, que retrata la minúscula tragedia individual, las vidas efímeras de seres comunes y corrientes y sus pequeñas, e incluso absurdas, conquistas.

**Translation Retaining Original Content and Style – 35 words**

Calm is always the waiting room for catastrophe in this collection of stories that illustrate in painful detail the minuscule personal tragedies and the ephemeral lives of ordinary people, and their small, often absurd, triumphs.

**Adapted Translation**

**[NOT NECESSARY]**

Title 34 – *Signs and Omens: Stories of the Aztecs* by Rima de Vallbona, PDF Catalog: Short Stories, page 10

**Original PDF Catalog Blurb – 34 words**



**De señales y presagios.  
Relatos del pasado azteca  
Rima de Vallbona**

ISBN 9789977239637

21 x 14 cm. 120 p.

Edición Electrónica

ISBN 9789968684224

EPUB 4,49 MB


*De señales y presagios. Relatos del pasado azteca* incluye nueve narraciones basadas en anécdotas históricas; así, se recrea, en forma amena, el medio ambiente, supersticiones, creencias religiosas, sucesos, leyes y costumbres del mundo azteca.



**Translation Retaining Original Content and Style – 32 words**


*Signs and Omens: Stories of the Aztecs* includes nine stories based on historical anecdotes. An appealing recreation of the environment, superstitions, religious beliefs, events, laws and customs of the Aztec world.


**Adapted Translation – 32 words**

A fascinating recreation of the environment, superstitions, religious beliefs, and customs of the Aztec world drawing on historical anecdotes to narrate nine engrossing stories filled with heroics, violence, daring, cruelty, and wisdom.


Original PDF Catalog Blurb – 28 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Carlos Salazar Herrera.</b>  <b>Escritos inéditos</b>                      ISBN 9789977239989                      21 x 14 cm. 256 p.                      Edición Electrónica                      ISBN 9789968684781                      EPUB 1,28 MB</p> <p>Como complemento a la magnífica obra que es <i>Cuentos de angustias y paisajes</i>, la Editorial Costa Rica publica varios textos del autor, algunos inéditos, otros publicados en revistas.</p> </div> </div>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 42 words
<p>As a complement to the magnificent work <i>Stories of Angsts and Landscapes</i>, Editorial Costa Rica presents these writings, some of which were previously unpublished, others appearing only in magazines.</p>	<p><i>Editorial Costa Rica</i> proudly presents this collection by one of Costa Rica’s most iconic writers. Including a rich variety of short stories, dramatic sketches, essays and sonnets previously lost to history, this book is an invaluable addition to Costa Rican literary heritage.</p>


Original PDF Catalog Blurb – 44 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Antología de microrrelatos</b>  <b>Varios autores</b>                      ISBN 9789977239965                      21 x 14 cm. 94 p.                      PREMIO JOVEN                      CREACIÓN 2012</p> <p>Si, al decir de Cortázar, la novela gana por decisión y el cuento por <i>knockout</i>, el microcuento gana de un solo golpe. Rapidez y contundencia, esa es la fórmula.                      Esta antología consta de veinte microrrelatos que han pergeñado veinte jóvenes escritores de nuestro medio.</p> </div>  </div>	
Translation Retaining Original Content and Style – 49 words	Adapted Translation – 47 words
<p>If, as Cortázar said, the novel wins by points and the short story by knockout, then flash fiction wins with a single blow. The winning formula is speed and forcefulness. This anthology is made up of twenty micro-stories whipped up in a flash by twenty young Costa Rican writers.</p>	<p>If the novel wins by points and the short story by knockout, then flash fiction wins with a single blow. The winning formula is speed and forcefulness. This fast-paced anthology is made up of twenty micro-stories whipped up in a flash by twenty young Costa Rican writers.</p>



Original PDF Catalog Blurb – 39 words	
<div style="display: flex; align-items: center;">  <div style="flex-grow: 1;"> <p><b>Tradiciones costarricenses</b> Gonzalo Chacón Trejos</p> <p>ISBN 9789977239255 21 x 14 cm. 182 p. Edición Electrónica ISBN 9789968684170 EPUB 6,06 MB</p> <p>Conjunto de narraciones que describen con vivacidad las tradiciones y las leyendas de la Costa Rica de antaño. En estas anécdotas cobran vida los acontecimientos y protagonistas que fueron clave en la conformación de la identidad nacional.</p> </div> </div>	
Translation Retaining Original Content and Style – 30 words	Adapted Translation – 40 words
<p>A vivacious collection of stories describing the traditions and legends of the Costa Rica of yesteryear. Events and characters key to Costa Rican identity come to life in these anecdotes.</p>	<p>A vivacious collection of stories that takes us on a journey along dusty streets past picturesque adobe houses to the Costa Rica of yesteryear where we meet larger-than-life characters and experience key events and traditions that underpin Costa Rican identity.</p>


Original PDF Catalog Blurb – 42 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Por los trillos de la finca</b>  <b>María Mayela Padilla</b></p> <p>ISBN 9789977239613                      21 x 14 cm. 176 p.</p> <p><i>Por los trillos de la finca</i> es una obra en la que su autora tiene la virtud de ir contando, con su amena voz, sus vivencias de niña y adolescente en su amado terruño, en la región de San Ignacio de Acosta.</p> </div> </div>	
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 31 words
<p><i>Down All the Farm Paths</i> is a work in which the author appealingly relates her experiences growing up in her beloved homeland in the San Ignacio de Acosta region of rural Costa Rica.</p>	<p>The engaging anecdotes of a girl growing up on a Costa Rican coffee plantation, capturing the traditions and characters of a disappearing world in memorable vignettes told with freshness and charm.</p>


Title 39 – *Walls That Talk: Chronicles of Historic Buildings in San José, Costa Rica* by Andrés Fernández, PDF Catalog: Historical Nonfiction, page 12

Original PDF Catalog Blurb – 49 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Los muros cuentan. Crónicas sobre arquitectura histórica josefina</b>  <b>Andrés Fernández</b></p> <p>ISBN 9789968684316            21 x 14 cm. 182 p.            Edición Electrónica            ISBN 9789968684514            EPUB 6,86 MB</p> <p>En esta obra Andrés Fernández indaga gracias a la arquitectura del San José de antaño en su historia social. Persigue hacer humana esa historia local, historia que por tal, está tan cerca del arte de narrar: se trata de volver a contar, lo que cuentan los muros de la ciudad.</p> </div> </div>	
Translation Retaining Original Content and Style – 40 words	Adapted Translation – 51 words
<p>Andrés Fernández investigates the social history behind the architecture of old San José. He seeks to humanize this local history, a history that comes close to the art of storytelling, where he re-tells the tales told by the city's walls.</p>	<p>The palace that wasn't a palace; the temple without a goddess; buildings said to be haunted; buildings which themselves haunt the city . . . In this beautifully-illustrated and intriguing book we learn the tale of each architectural jewel featured, and the social history behind the resplendent old buildings of the Costa Rican capital.</p>

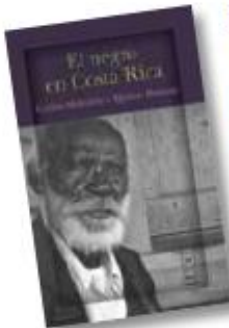
Original PDF Catalog Blurb – 44 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Leyendas ticas</b>  <b>Elias Zeledón Cartín</b></p> <p>ISBN 9789977239842            21 x 14 cm. 294 p.            Edición Electrónica            ISBN 9789968684200            EPUB 2,95 MB</p> <p><i>Leyendas ticas</i> es un significativo aporte a la recuperación de valores y tradiciones autóctonas. Zeledón ha incluido además de las leyendas más comunes de nuestro terruño, casos de carácter legendario y la recreación literaria que realizan varios autores, con base en la tradición oral.</p> </div> </div>	
Translation Retaining Original Content and Style – 39 words	Adapted Translation – 51 words
<p><i>Costa Rican Legends</i> represents a significant contribution to recovering folk traditions and values. Costa Rica’s most well-known legends and folktales are featured along with other legendary tales rescued from long oral tradition and captured for posterity in writing.</p>	<p>The ox-less cart, the <i>Llorona</i> who cries for her lost children, the headless priest and many, many more . . . Travel back into the magical world of Costa Rican legend and folktales, stories intimately linked to the landscape and local culture, recovered from long oral tradition and captured for posterity in writing.</p>

<b>Original PDF Catalog Blurb – 30 words</b>	
 <p style="margin-left: 100px;"><b>Entre Dios y el Diablo</b> <b>Tatiana Lobo W.</b> ISBN 9789977239118 21 x 14 cm. 154 p. PREMIO NACIONAL CUENTO 1993 De la esclava a la doña, de la víctima de incesto a la aventura adúltera, del drama a la picardía, estos relatos obtuvieron el Premio Nacional en Cuento del año 1993.</p> 	
<b>Translation Retaining Original Content and Style – 27 words</b>	<b>Adapted Translation – 43 words</b>
<p>From drama to mischief, from the slave to the lady, from the incest victim to the adulterous adventurer . . . These stories won the 1993 National Short Story Award.</p>	<p>Stolen orphans, broken promises, unrepentant adultery, unconscionable incest . . . All form part of this sizzling, award-winning collection of fictionalized tales rescued from historical records to tell the stories of colonial Costa Rica women, their pains and passions, their humiliations and their revenge.</p>

Original PDF Catalog Blurb – 44 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Reminiscencias de la ciudad de San José de Alfonso Jiménez Rojas</b>  <b>Elías Zeledón Cartín</b></p> <p>ISBN 9789968684309                  21 x 14 cm. 286 p.</p> <p>Esta compilación constituye una obra valiosa para conocer no solo hechos relevantes de la historia patria ocurridos durante la segunda mitad del siglo XIX, sino también por la visión que brinda el autor del espacio físico, institucional y social de la pequeña capital costarricense.</p> </div> </div>	
Translation Retaining Original Content and Style – 40 words	Adapted Translation – 41 words
<p>A valuable compilation, not just in relating the important events in Costa Rican history in the late 1800s, but also in the vision the author presents of the physical, institutional and social space that was Costa Rica’s little capital city.</p>	<p>A valuable and engaging compilation of articles written in the late 1800s detailing the important events in Costa Rican history at that time while also painting a fascinating and rich portrait of life in San José, Costa Rica’s little capital city.</p>


Original PDF Catalog Blurb – 47 words	
<div style="display: flex; align-items: center;">  <div style="flex: 1;"> <p><b>Lo real y lo imaginario.</b>  <b>Ensayos literarios</b>  <b>Luis Barahona Jiménez</b></p> <p>ISBN 9789977239576                      21 x 14 cm. 528 p.                      Edición Electrónica                      ISBN 9789968684255                      EPUB 687 KB</p> <p>Este libro de ensayos es un pasaje para la memoria. Luis Barahona, filósofo e insigne ensayista del siglo xx, reivindica una Costa Rica con pensamiento de identidad. Nos lleva a través de su vívida prosa, a los márgenes del discurso donde convergen lo imaginario y lo real.</p> </div> </div>	
Translation Retaining Original Content and Style – 50 words	Adapted Translation – 45 words
<p>This book of essays represents a journey through memory. Illustrious 20<sup>th</sup> century philosopher and writer Luis Barahona vindicates Costa Rica as a place with its own characteristic style of thought. His vivid prose takes us on a memorable journey along the margins of discourse where the imaginary and real converge.</p>	<p>In these insightful essays, illustrious 20<sup>th</sup> century philosopher and writer Luis Barahona vindicates Costa Rica as a place with its own characteristic style of thought. His vivid prose takes us on a memorable journey along the margins of discourse where the imaginary and real converge.</p>


Title 44 – *The Afro-Caribbeans of Costa Rica* [Selected passages translated under the title *Blacks in Costa Rica* by Jada A. Bradley in 2001] by Quince Duncan and Carlos Meléndez, PDF Catalog: Nonfiction, page 13


<b>Original PDF Catalog Blurb – 45 words</b>	
 <p><b>El negro en Costa Rica</b>  <b>Quince Duncan</b>  <b>y Carlos Meléndez</b>            ISBN 9789977239668            21 x 14 cm. 278 p.            Edición Electrónica            ISBN 9789968684194            EPUB 680 KB            La conjunción del historiador Carlos Meléndez y el narrador Quince Duncan, ha dado lugar a una obra que constituye el primer trabajo histórico-social de envergadura acerca de un grupo étnico cuya participación en la vida de nuestro país debe conocerse en toda su extensión e implicaciones.</p>	
<b>Translation Retaining Original Content and Style – 29 words</b>	<b>Adapted Translation – 37 words</b>
<p>Historian Carlos Meléndez and writer Quince Duncan join forces to carry out the first socio-historical investigation of this ethnic group whose place in Costa Rican history deserves full recognition.</p>	<p>Acclaimed Afro-Caribbean writer Quince Duncan and renowned historian Carlos Meléndez join forces to create this powerful investigation of a long-suffering ethnic group whose place in Costa Rica—past, present and future—deserves full recognition and celebration.</p>

Title 45 – *Christian Democracy in Costa Rica: Origin and Development* by Roberto Brenes

Jiménez, PDF Catalog: Nonfiction, page 13

Original PDF Catalog Blurb – 29 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La Democracia Cristiana en Costa Rica. Origen y desarrollo</b>  <b>Roberto Brenes Jiménez</b></p> <p>ISBN 9789977238746            21 x 14 cm. 240 p.</p> <p>En este ensayo Roberto Brenes Jiménez desarrolla, de manera documentada y amena, sus puntos de vista sobre la génesis, constitución, avatares y desaparición del Partido Demócrata Cristiano (PDC).</p> </div> </div>	
Translation Retaining Original Content and Style – 27 words	Adapted Translation – 37 words
<p>A well-documented, appealing work in which Roberto Brenes Jiménez develops his arguments on the genesis, constitution, transformation, and disappearance of the Costa Rican Christian Democratic Party.</p>	<p>A well-documented, appealing work detailing the basic precepts of the ideology of Christian Democracy as it developed in Costa Rica, along with the trajectory of the Costa Rican Christian Democratic Party from its genesis to its disappearance.</p>

Original PDF Catalog Blurb – 34 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El desafío de la paz en Centroamérica</b> <b>Guido Fernández</b></p> <p>ISBN 9789977239897 21 x 14 cm. 280 p.</p> <p>El triunfo del Acuerdo de Paz de Esquipulas fue posible porque Arias y Fernández entendieron que el gobierno estadounidense no era monolítico y que podían encontrar aliados en su interior para el proyecto de la paz.</p> </div> </div>	
Translation Retaining Original Content and Style – 34 words	Adapted Translation – 52 words
<p>The triumph of the Esquipulas Peace Agreement was possible because Arias and Fernández understood that the United States government was not monolithic in nature and they could find allies within for their peace project.</p>	<p>A dramatic and illuminating first-hand account detailing how peace triumphed in Central America through the 1987 Esquipulas Peace Agreement despite fierce opposition from the Reagan administration. Fernández worked shoulder to shoulder with the Costa Rican President, Oscar Arias, on this plan which ultimately won the president the 1987 Nobel Peace Prize.</p>

Original PDF Catalog Blurb – 35 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La mujer, víctima y cómplice</b>  <b>Yadira Calvo</b></p> <p>ISBN 9789977239590                      21 x 14 cm. 142 p.                      Edición Electrónica                      ISBN 9789968684118                      EPUB 297 KB</p> <p>Clásico de la ensayística costarricense. En él se trata el tema de la sutil dominación ideológica de la mujer, que ha primado durante centurias y de los mecanismos socioculturales y políticos que perpetúan dicha dominación.</p> </div> </div>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 37 words
<p>A classic text by this Costa Rican writer on the subtle ideological domination to which women have been subjected for centuries and the sociocultural and political mechanisms perpetuating this.</p>	<p>A classic Costa Rican text by award-winning author Yadira Calvo that carefully and convincingly dissects the subtle ideological domination women have been subjected to for centuries, along with the sociocultural and political mechanisms used to perpetuate this.</p>

**Original PDF Catalog Blurb – 47 words**



**Los Tinoco, 1917-1919**  
**Eduardo Ocontrillo**

ISBN 9789977239538

21 x 14 cm. 262 p.

PREMIO EDITORIAL

COSTA RICA 1979



Los Tinoco, como se designaba al Presidente y a su hermano Joaquín, Ministro de Guerra, son los principales


protagonistas de la intrigante trama histórica. Por otra parte, el tema central del ensayo se enmarca en la Costa Rica de los años de ese gobierno: 1917 a 1919.

**Translation Retaining Original Content and Style – 37 words**

**Adapted Translation**

The Tinocos—the President and his brother Joaquín, Minister of War—are the main characters in this intriguing historical drama, which sets a spotlight on the years of their rule and the Costa Rica of 1917 to 1919.

**[NOT NECESSARY]**

Original PDF Catalog Blurb – 37 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Breve historia de la literatura costarricense</b>  <b>Álvaro Quesada Soto</b></p> <p>ISBN 9789977238937                      21 x 14 cm. 152 p.                      Edición Electrónica                      ISBN 9789968684262                      EPUB 476 KB</p> <p>El autor nos ofrece de manera ágil, amena, y sin embargo completa, este recorrido por cien años de literatura costarricense. Brevidad solo indica aquí conocimiento pleno de la materia y claridad en la búsqueda de lo esencial.</p> </div> </div>	
Translation Retaining Original Content and Style – 36 words	Adapted Translation – 40 words
<p>The author provides an appealing, succinct and yet comprehensive review of one hundred years of Costa Rican literature. Here brevity demonstrates a full knowledge of the subject matter and precision in the identification of essential details.</p>	<p>An appealing, succinct and yet comprehensive historical analysis of one hundred years of Costa Rican literature, along with the political, social and cultural context of each major period. A fascinating and informative insight into the literary development of a nation.</p>

**Original PDF Catalog Blurb – 44 words**



**Identidad, invención  
y mito.**

**Ensayos escogidos**

**Varios autores**

ISBN 9789977239330

21 x 14 cm. 206 p.

Edición Electrónica

ISBN 9789968684279

EPUB 439 KB


Leer ensayos equivale a contemplar el horizonte, a mirar con detenimiento la tenue línea que divide el pasado del presente, el momento mismo en que la historia se convierte en historia humana, es decir, en raíz, en cuerda que nos ata con nuestros antecesores.


**Translation Retaining Original Content  
and Style – 41 words**

Reading these articles is like contemplating the horizon, examining the thin line dividing the past from the present and pinpointing the exact moment in which history becomes human history, at the root, the fundamental cord that ties us to our ancestors.

**Adapted Translation – 40 words**

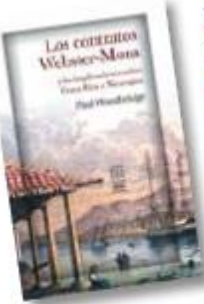
A fascinating and sophisticated collection of articles by 14 eminent thinkers spanning a period from 1920 to the present, exploring such questions as what it means to be Costa Rican, where invention and myth stop, and where identity sets in.

Original PDF Catalog Blurb – 42 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Biografía de Costa Rica</b>  <b>Eugenio Rodríguez Vega</b></p> <p>ISBN 9789977239224            21 x 14 cm. 326 p.            Edición Electrónica            ISBN 9789968684187            EPUB 500 KB</p> <p>Este es un libro de historia escrito para el lector común. Fundamentado en autores de todas las épocas, aspira a no abrumar a los lectores con un excesivo aparato bibliográfico; al final de cada capítulo, sin embargo, aparecen las principales fuentes utilizadas.</p> </div> </div>	
Translation Retaining Original Content and Style – 40 words	Adapted Translation – 46 words
<p>A history book written for the everyday reader. Although it draws on authors from each different period, the book does not overwhelm the reader with excessive bibliographical details, instead citing the main sources used at the end of each chapter.</p>	<p>An insight into all the fundamentals of Costa Rican history for the everyday reader, drawing on a wide range of historical sources. If you ever wondered how this little country became the most stable democracy in Latin America, you need look no further than this book.</p>

Original PDF Catalog Blurb – 63 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>El ascenso de la vida</b> <b>Alexander F. Skutch</b></p> <p>ISBN 9789968684361 21 x 14 cm. 332 p. Edición Electrónica ISBN 9789968684781 EPUB 793 KB</p> <p>El naturalista Alexander F. Skutch declara, en <i>El ascenso de la vida</i>, la responsabilidad enorme depositada con el tiempo y la historia en el ser humano, cúspide de esa evolución maravillosa, única especie capaz de apreciar los valores estéticos, pues “el Universo fue de tal modo establecido, que dándole tiempo suficiente, no fallaría en engendrar belleza con seres idóneos para gozarlo y apreciarlo”.</p> </div> </div>	
Translation Retaining Original Content and Style – 70 words	Adapted Translation – 68 words
<p>In <i>Life Ascending</i> the naturalist Alexander F. Skutch declares the enormous responsibility that time and history have invested in humanity, representing as we do the peak of the magnificent process of evolution, and being the only species capable of appreciating aesthetic values. He affirms, “The Universe was established such that, given sufficient time, it could not fail to engender beauty along with beings capable of enjoying and revelling in it.”</p>	<p>Eminent naturalist Alexander F. Skutch traces the humble beginnings of life on earth to the magnificent crowning achievement of humanity. He emphasizes the enormous responsibility time and history have invested in humankind, the only species with a sense of aesthetics, arguing we should therefore cultivate our loyalty to the cosmos by protecting the preciousness of existence. A crucial message for our times, convincingly conveyed with grace and optimism.</p>

Title 53 – *The Webster-Mora Contracts and Their Implications for Costa Rica and Nicaragua*

by Paul Woodbridge, PDF Catalog: Nonfiction, page 14

Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Los contratos Webster-Mora y las implicaciones sobre Costa Rica y Nicaragua</b> <b>Paul Woodbridge</b></p> <p>ISBN 9789968684552 21 x 14 cm. 112 p.</p> <p>Versa esta obra sobre los contratos que el Gobierno de don Juan Rafael Mora suscribió con el inglés William Webster, para emprestar sumas que se dedicarían a sufragar los gastos de la Campaña Nacional, y sus consecuencias.</p> </div> </div>	
Translation Retaining Original Content and Style – 36 words	Adapted Translation – 37 words
<p>A work about the contracts signed by Juan Rafael Mora and the Englishman William Webster to undertake loans used to fund Costa Rica’s participation in the Filibuster War of 1856-1857, along with the consequences of this.</p>	<p>A fascinating contribution to Central American history investigating the contracts signed between the Costa Rican President Rafael Mora and the Englishman William Webster for loans used to fund Costa Rica’s participation in the ‘Filibuster War’ of 1856-1857.</p>

**Original PDF Catalog Blurb – 41 words**



**La espada en el alba**

**Adrián Arias**

ISBN 9789977239132

21 x 14 cm. 88 p.


Con *La espada en el alba*, la Editorial Costa Rica le ofrece a sus lectores la oportunidad de acercarse a la poesía contemporánea costarricense y a un autor que ha sido merecedor en años recientes de premios en diversos certámenes de poesía.



**Translation Retaining Original Content and Style – 35 words**



With *The Sword at Dawn*, Editorial Costa Rica offers its readers the opportunity to become familiar with contemporary Costa Rican poetry and an author who has won awards in several poetry competitions in recent years.

**Adapted Translation – 34 words**


Of bridges and homecomings, dark horses and cold mornings . . . Lyrical, playful, and rich in imagery, this collection of contemporary poetry by award-winning Costa Rican poet Arias is a work of undisputed vividness and potency.


Original PDF Catalog Blurb – 42 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Milagro abierto</b> <b>Jorge Debravo</b></p> <p>ISBN 9789977239927 21 x 14 cm. 160 p. Edición Electrónica ISBN 9789968684774 EPUB 455 KB</p> <p><i>Milagro abierto</i>, publicado por primera vez en 1969, recoge buena parte de la producción de Debravo: en él se agruparon diversos poemarios que antes habían sido editados por aparte. Además incluye otras tres secciones compuestas por textos inéditos hasta su primera edición.</p> </div> </div>	
Translation Retaining Original Content and Style – 31 words	Adapted Translation – 37 words
<p>First published in 1969, <i>An Open Miracle</i> represents the larger part of Debravo’s literary work, gathering together poetry collections previously published separately and including three sections of texts never before published.</p>	<p>Debravo declares life is an open miracle and this compendium gathering together the works of the renowned poet—including some works never before published—prove it true. A passionate avowal of love for life, humanity, and liberty.</p>


Original PDF Catalog Blurb – 50 words	
<div style="display: flex; align-items: center; justify-content: space-between;">  <div style="text-align: right;"> <p><b>Agua</b>  <b>Silvia Castro Méndez</b>                      ISBN 9789977239644                      21 x 14 cm. 64 p.                      PREMIO NACIONAL POESÍA                      2010</p> </div>  </div> <p style="text-align: right; margin-top: 10px;">                     Agua original, renacida en su propia voz poética, es la que nos convoca a leer Silvia Castro, para que nos despertemos y recordemos que dentro de cada gota se encuentran todos los mares y dentro de cada charco urbano, un cristal donde volver a ser quien somos en las palabras.                 </p>	
Translation Retaining Original Content and Style – 48 words	Adapted Translation
<p>Pure water, reborn with its own poetic voice, calls us to read Silvia Castro’s poetry, to awaken the memory that each drop of water contains all the immensity of the oceans, and every urban puddle can serve as a mirror to once again see who we are.</p>	<p><b>[NOT NECESSARY]</b></p>


Original PDF Catalog Blurb – 47 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex: 1;"> <p><b>Nosotros los hombres</b>  <b>Jorge Debravo</b>                      ISBN 9789977239958                      21 x 14 cm. 96 p.                      Edición Electrónica                      ISBN 9789968684798                      EPUB 258 KB                      PREMIO NACIONAL POESÍA 1967</p> </div>  </div> <p><i>Nosotros los hombres</i> (1966) pone en evidencia la problemática social de la época: desigualdad, pobreza, injusticia, inequitativa distribución de la tierra, todo ello junto a un llamado del poeta, desde una perspectiva liberadora, por una transformación social que permita mejorar las condiciones de vida del ser humano.</p>	
Translation Retaining Original Content and Style – 37 words	Adapted Translation – 48 words
<p>Written in 1967, <i>We the Men</i> focuses on the social problems of its time: inequality, poverty, injustice, and inequitable land ownership, making a powerful call for social transformation from a liberationist perspective to improve conditions of life.</p>	<p>Written in 1967, the poems of <i>We the Men</i> are alight with the fire of protest, the burning flame of a voice speaking to the people and for the people, denouncing the conditions of inequality, poverty, and injustice of the time with a fervor that still rings true.</p>


Original PDF Catalog Blurb – 49 words	
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: left;"> <p><b>Trasatlántico</b> <b>David Cruz</b></p> <p>ISBN 9789977239880 21 x 14 cm. 72 p.</p> <p>PREMIO MESOAMERICANO DE POESÍA LUIS CARDOZA Y ARAGÓN 2011</p> <p>Estamos ante la movilidad de un trasatlántico que es, al mismo tiempo, una brújula inmóvil. La invitación al viaje que propone este trasatlántico se convierte, de este modo, en una invitación a la lectura: el espectáculo de una voz que nos revela en voz baja los avatares de su memoria.</p> </div> <div style="text-align: right;">  </div> </div>	
Translation Retaining Original Content and Style – 40 words	Adapted Translation – 40 words
<p>We are presented with the mobility of a transatlantic vessel that also serves as a fixed compass. The invitation to travel proposed here becomes an invitation to read; we are drawn in by a voice murmuring of the vicissitudes of memory.</p>	<p>Adventurous, wide-ranging poetry wandering over space and time with the mobility of a transatlantic vessel. We are invited to take up the helm on our own journey of interpretation, drawn in by a voice murmuring of the vicissitudes of memory.</p>


Original PDF Catalog Blurb – 49 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Obra poética</b> <b>Jorge Debravo</b></p> <p>ISBN 9789977239019 22 x 17 cm. 578 p.</p> <p>Jorge Debravo ya forma parte del canon literario costarricense. Con la reunión en un solo tomo de toda su poesía publicada se tiene a mano un edificio poético al mismo tiempo variado y unitario, que en un corto período un joven poeta logró levantar en la urbe literaria nacional.</p> </div> </div>	
Translation Retaining Original Content and Style – 48 words	Adapted Translation – 46 words
<p>Jorge Debravo already holds a place in Costa Rican literary canon. With this gathering of all his published works in just one volume, the reader now has at hand the varied, yet unitary powerhouse of poetry the young poet constructed on the Costa Rican literary landscape.</p>	<p>Jorge Debravo holds a revered place in Costa Rican literary canon. With this gathering of all his published works in just one volume, the reader now has at hand an inspiring powerhouse of poetry overflowing with humanity, love for life and passion for a better world.</p>


Original PDF Catalog Blurb – 40 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Hojas furtivas</b> <b>Julieta Dobles</b></p> <p>ISBN 9789977237343 21 x 14 cm. 80 p.</p> <p>En <i>Hojas furtivas</i> encontramos una poesía intensamente vivida, inspirada en la experiencia de un amor hallado y sostenido en la madurez, con toda la soltura y la naturalidad que el tema, otrora tabú, y hoy reconocido como necesidad vital, impone.</p> </div> </div>	
Translation Retaining Original Content and Style – 37 words	Adapted Translation – 43 words
<p><i>Furtive Leaves</i> contains poetry that is intensely alive, inspired by love discovered and sustained later in life, with all the rightful ease and naturalness of what was once considered taboo and now is recognized to be vital.</p>	<p><i>Furtive Leaves</i> is a collection of exquisite poetry which is intensely alive, inspired by love discovered and sustained later in life. With words worked over and polished with careful intensity, it sweeps the reader up in an accumulation of sensation, experience and desire.</p>


Original PDF Catalog Blurb – 25 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Poesía escogida</b> <b>Ana Istarú</b></p> <p>ISBN 9789977239552 21 x 14 cm. 158 p.</p> <p>ISBN 9789977239958 21 x 14 cm. 96 p.</p> <p>Edición Electrónica ISBN 9789968684651 EPUB 595 KB</p> <p>Antología de los mejores poemas de la internacional poetisa.</p> <p>Sexualidad, muerte, mujer, maternidad, esos son algunos de los temas que aborda con valentía y pasión.</p> </div> </div>	
Translation Retaining Original Content and Style – 23 words	Adapted Translation – 34 words
<p>An anthology of the internationally-acclaimed writer's best poems. Sexuality, death, women, and maternity are some of the themes she explores with courage and passion.</p>	<p>Charged with erotic energy and raw sensuality, this collection of poems brings together the best of Ana Istaru's internationally-acclaimed poetry. Sex, death, women, and maternity are among the themes dissected and celebrated with lyrical, honest passion.</p>

Original PDF Catalog Blurb – 39 words	
<div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <p><b>La disección de una casa</b>  <b>William Eduarte Briceño</b>                      ISBN 9789968684002                      21 x 14 cm. 82 p.                      PREMIO EUNICE ODIO 2012</p> </div>  </div> <p>La casa, como prolongación de nuestro cuerpo y de nuestra psique son los parámetros con que el poeta se adentra en un mundo bañado por la realidad y la irrealidad que, al mezclarse, producen efectos profundos en el lector.</p>	
Translation Retaining Original Content and Style – 34 words	Adapted Translation – 39 words
<p>The poet uses the metaphor of the house as an extension of the body and the psyche to submerge us in a world of the real mixed together with the surreal, with profound results.</p>	<p>The construction of a house through poetry featuring 19 doors to nowhere, populated by people and by absences, where we are submerged in a world of the real mixed with the surreal. At once audacious, introspective, and profoundly moving.</p>



Original PDF Catalog Blurb – 43 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Alas en fuga</b>  <b>Julián Marchena</b></p> <p>ISBN 9789977239583                      21 x 14 cm. 130 p.</p> <p>ISBN 9789977239958                      21 x 14 cm. 96 p.</p> <p>Edición Electrónica                      ISBN 9789968684767                      EPUB 527 KB</p> <p>Julián Marchena solamente escribió este libro, sin embargo, eso le bastó para convertirse en uno de los más grandes poetas de nuestra nación. “Toda su obra nos prepara para el vuelo supremo. El mismo título, <i>Alas en fuga</i>, nos señala las rutas por seguir”.</p> </div> </div>	
Translation Retaining Original Content and Style – 38 words	Adapted Translation
<p>This, Julián Marchena’s sole book, was enough to see him recognized as one of Costa Rica’s greatest poets. The entire work prepares us for the supreme flight and title itself, <i>Flyaway Wings</i>, shows us the route to follow.</p>	<p><b>[NOT NECESSARY]</b></p>


Original PDF Catalog Blurb – 50 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La brevedad del goce</b> Rafael Ángel Herra</p> <p>ISBN 9789977239873 21 x 14 cm. 144 p.</p> <p>Estos poemas son un homenaje a la brevedad, a la conciencia de que el tiempo amoroso es distinto al de la historia. El poeta anhela rescatar con sus palabras los instantes de plenitud que fluyen, porque los instantes, los días y las estaciones son apenas ilusiones de la materia.</p> </div> </div>	
Translation Retaining Original Content and Style – 44 words	Adapted Translation
<p>Poems paying homage to brevity and the consciousness that time spent in love is different to historical time. The poet longs to rescue the instants of fullness that flow by, for each instant, day and season that passes is no more than an illusion.</p>	<p><b>[NOT NECESSARY]</b></p>


Original PDF Catalog Blurb – 50 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El poema en prosa en Costa Rica (1893-2011)</b>  <b>Carlos Francisco Monge</b>                      ISBN 9789968684675                      21 x 14 cm. 258 p.                      Esta antología, única en su clase, recupera valiosas páginas, casi olvidadas en viejas revistas y periódicos. A ellas su compilador añade las escritas después, por destacadas plumas costarricenses, a lo largo del siglo xx. En su conjunto, revelan toda una tradición, a la vez constante y renovada.</p> </div> </div>	
Translation Retaining Original Content and Style – 45 words	Adapted Translation – 66 words
<p>This unique anthology rescues valuable lost writings from the oblivion of old magazines and newspapers. To these, the compiler adds texts composed by distinguished Costa Rican writers throughout the 20<sup>th</sup> Century. Gathered together, they reveal a tradition which is at once constant and continually renewed.</p>	<p>This unique gem of a book rescues exquisite lost writings from the oblivion of old magazines and newspapers and complements these with texts composed by distinguished Costa Rican writers throughout the 20<sup>th</sup> Century. The result reveals a tradition where words flow over pages like the waters of the ocean, like urban lights, and somehow the ghosts of both the past and the present can be sensed.</p>

Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Fábula umbría</b>  <b>Carlos Francisco Monge</b></p> <p>ISBN 9789977239101                      21 x 14 cm. 64 p.</p> <p>Estos poemas son el resultado de una sostenida experiencia en el ejercicio de la palabra como conocimiento y como decisión artística. El autor ha hecho de su obra un cosmos al mismo tiempo unitario y diverso en exploraciones por los territorios del verbo poético.</p> </div> </div>	
Translation Retaining Original Content and Style – 31 words	Adapted Translation – 24 words
<p>These poems result from the sustained experience in writing both as a knowledgeable philologist and poet. Through poetic exploration, the author has created his own at once diverse and united cosmos.</p>	<p>A sumptuous collection of exquisitely-penned poems setting a spotlight on the half-lit areas of contemporary life with existential pathos, fierce intelligence and glittering wit.</p>

Original PDF Catalog Blurb – 36 words	
<div style="display: flex; align-items: center; justify-content: space-between;">  <div style="text-align: right;"> <p><b>Las voces, los oficios y otras cosas</b> <b>Erick Gil Salas</b> ISBN 9789977238883 21 x 14 cm. 112 p. PREMIO NACIONAL POESÍA 2008</p> </div>  </div> <p style="text-align: center;">Este es el itinerario de un poeta que se reencuentra con lo cotidiano. Así, recupera una memoria donde confluyen oficios, personajes, animales y, claro, la remembranza de la banca perdida en algún rincón de la casa.</p>	
Translation Retaining Original Content and Style – 35 words	Adapted Translation – 34 words
<p>This is the itinerary of the poet’s reencounter with the everyday, through which he recovers lost memories of trades, characters, animals, and even the remembrance of a bench lost in some corner of the house.</p>	<p>A powerful collection of poems representing the itinerary of the poet’s re-encounter with the everyday in which lost memories are recovered and events and symbols are convincingly conjured up out of pure poetic substance.</p>

<b>Original PDF Catalog Blurb – 35 words</b>	
 <p data-bbox="737 390 1062 453"><b>Los elementos terrestres</b> <b>Eunice Odio</b></p> <p data-bbox="750 470 1003 613">ISBN 9789968684132 21 x 14 cm. 80 p. Edición Electrónica ISBN 9789968684538 EPUB 1,73 MB</p>  <p data-bbox="769 621 1182 676"><b>PREMIO CENTROAMERICANO DE POESÍA "15 DE SEPTIEMBRE" 1947</b></p> <p data-bbox="782 680 1185 739">Con <i>Los elementos terrestres</i> es obvio que Eunice Odio se integra</p> <p data-bbox="587 743 1195 873">definitivamente en los movimientos de vanguardia al interpretar los temas a varios niveles sugerentes y al darle a la palabra todo su poder mágico-ritual.</p>	
<b>Translation Retaining Original Content and Style – 29 words</b>	<b>Adapted Translation – 27 words</b>
<p data-bbox="237 1058 821 1360"><i>The Elements of the Earth</i> established Eunice Odio's standing as an avantgarde poet, with her multi-layered interpretation of themes and her words imbued with the power of magical ritual.</p>	<p data-bbox="847 1058 1422 1360">The hypnotic interweaving of voices and dramatic words filled with the power of magical ritual characterize this luminous work by one of Costa Rica's greatest avantgarde poets.</p>

Original PDF Catalog Blurb – 31 words	
<div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <p><b>La piel imaginada</b> Cristian Solera</p> <p>ISBN 9789977238890 21 x 14 cm. 48 p.</p> <p>De profundo contenido amoroso, el discurso poético de Cristian Solera captura al lector con imágenes convincentes. El lenguaje lírico logra un ritmo armonioso que juega entre lo sugerente y lo profundamente existencial.</p> </div> </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation – 23 words
<p>Cristian Solera’s profoundly romantic poetic discourse captivates the reader through convincing imagery. The lyrical qualities of the language take on a harmonious rhythm which is one moment evocative, the next deeply existencial.</p>	<p>Lyrical and deeply romantic, Cristian Solera’s collection of poetry captivates with its fully-realized imagery and harmonious rhythm, by turns contemplative and elegantly evocative.</p>

Original PDF Catalog Blurb – 51 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Hoguera infinita</b>  <b>Elliette Ramírez</b></p> <p>ISBN 9789977238364                      21 x 14 cm. 120 p.</p> <p>Elliette Ramírez ha construido este libro con fragmentos de introspección pero atenta a lo que sucede en el mundo. Conjuga las verdades esenciales que dan forma a su existencia, profundizando en su lucha contra la muerte, a partir de la necesidad de definir la memoria como elemento esencial de su poesía.</p> </div> </div>	
Translation Retaining Original Content and Style – 43 words	Adapted Translation – 38 words
<p>A book constructed from introspective fragments that somehow remain mindful of world events. It puts together the essential truths of existence, exploring the need to define memory as an essential element in the author’s poetry as a strategy in the struggle against death.</p>	<p>Charged with passion and emotion, this collection of poems—delicate introspective fragments—celebrate the joy and the pain of love, the essential truths of existence, and the definition of memories as a strategy in the struggle against death.</p>

**Original PDF Catalog Blurb – 54 words**



**Poemas para no leer  
en tu funeral  
Cristian Solera**

ISBN 9789968684323  
21 x 14 cm. 66 p.


*Poemas para no leer en tu funeral* es prueba de que el tiempo no pasa, mas bien se estanca y se detiene. El amor que no fue, el hijo distante, la madre dormida, el desencuentro, la tristeza, el hastío, el licor, la ciudad y el insomnio son los fantasmas altaneros que nos llevan por el viaje irremediable del olvido y el dolor.


**Translation Retaining Original Content  
and Style – 55 words**


*Poems Not to Be Read at Your Funeral* is proof that time doesn't pass, but stagnates and stands still. A failed love, a distant child, a sleeping mother, a falling out; sadness, weariness, alcohol, the city and insomnia . . . These are all the proud ghosts that guide us on a forlorn journey through forgetfulness and pain.


**Adapted Translation**

**[NOT NECESSARY]**



Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La Casa</b>  <b>Daniel Gallegos</b>                      ISBN 9789977239262                      21 x 14 cm. 88 p.                      Edición Electrónica                      ISBN 9789968684620                      EPUB 545 KB</p> <p><i>La Casa</i> es una obra que recoge el sentido de respeto por la libertad del grupo social –en este caso la familia–. Afirma la debilidad de todo espacio concreto que crezca, salga y regrese a la vida.</p> </div> </div>	
Translation Retaining Original Content and Style – 41 words	Adapted Translation – 51 words
<p><i>The House</i> is a work reclaiming a sense of respect for the freedom of a social group—in this case, the family. It highlights the inadequacy of all concrete spaces when there must be growth, expansion and a return to life.</p>	<p>At first, it seems the house is a perfect world providing shelter to a happy, harmonious family. But then the cracks begin to appear, and we see that a house is not always a home. A powerful, dramatic play exploring the simmering tensions lying at the heart of a dysfunctional family.</p>



Original PDF Catalog Blurb – 31 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Un viejo con alas</b> Melvin Méndez</p> <p>ISBN 9789977239408 21 x 14 cm. 136 p. Edición Electrónica ISBN 9789968684637 EPUB 800 KB</p> <p>Desde un hospital para abandonados y abatidos, Antonio, figura protagónica del drama, ejerce el derecho a soñar; lo hace incluso, en medio de las adversidades y en contra de las costumbres.</p> </div> </div>	
Translation Retaining Original Content and Style – 22 words	Adapted Translation – 49 words
<p>From the confines of a hospital for the abandoned and downtrodden, Antonio exercises his right to dream against all obstacles, including custom.</p>	<p>From the confines of a psychiatric hospital, Antonio crafts his own pair of wings, and with them, his right to dream against all obstacles.</p> <p>A powerful and sensitive play by the award-winning writer Melvin Méndez asking how far faith, hope and optimism can take us in an unjust world.</p>

Original PDF Catalog Blurb – 59 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>En el séptimo círculo</b>  <b>Daniel Gallegos</b></p> <p>ISBN 9789977239675                      21 x 14 cm. 76 p.                      Edición Electrónica                      ISBN 9789968684613                      EPUB 346 KB</p> <p><i>En el séptimo círculo, una de las obras más importantes de Daniel Gallegos, se explora la temática de la violencia. Según Carmen Naranjo, esta obra “reveló el terrible signo de nuestros días. La escena es suceso de periódico y el suceso de periódico es escena, la calle es lección y el hecho cotidiano, cátedra”.</i></p> </div> </div>	
Translation Retaining Original Content and Style – 54 words	Adapted Translation – 50 words
<p><i>The Seventh Circle</i>, one of Daniel Gallegos’ most acclaimed works, explores the theme of violence. According to Carmen Naranjo, this work “revealed the terrible sign of the times. The scene is a newspaper story and the newspaper story is the scene. The street is a classroom and the everyday event the teacher.”</p>	<p>Esperanza has friends over to celebrate her husband Felix’s birthday, but when unexpected guests arrive, things quickly spiral out of control. An intense, critically-acclaimed play making a harrowing evocation of the violence permeating our modern world with dramatic tension that keeps the audience sitting on the edge of their seats.</p>

Original PDF Catalog Blurb – 40 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Tres historias de amor a flor de piel</b> Miguel Rojas</p> <p>ISBN 9789977238845 21 x 14 cm. 138 p.</p> <p>Miguel Rojas nos ofrece una trilogía: drama, tragedia y tragicomedia, entrelazadas por el tema del amor y las relaciones de pareja. En cada una de ellas la figura de la mujer se yergue como el hilo conductor de la trama.</p> </div> </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation – 29 words
<p>Miguel Rojas offers a trilogy interweaving the central theme of love and relationships with drama, tragedy, and black humor. In each story, the central plot revolves around the figure of a woman.</p>	<p>A trilogy of plays by accomplished playwright Miguel Rojas exploring love raw with emotion, resulting in tense drama, poignant tragedy, biting black humor, and in every case, top-quality entertainment.</p>

Title 76 – Baby Boom in Paradise / Pickled Men [The latter is also known in English as *Select Man*, *Marianate until Tender*, translated by AM Glanville-Hearson] by Ana Istarú, PDF Catalog: Theater, page 18

PDF Catalog Blurb – 41 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex: 1;"> <p><b>Baby Boom en el Paraíso / Hombres en escabeche</b> <b>Ana Istarú</b></p> <p>ISBN 9789977239217 21 x 14 cm. 146 p. Edición Electrónica ISBN 9789968684583 EPUB 863 KB</p> <p>PREMIO MARÍA TERESA LEÓN 1995 PREMIO HERMANOS MACHADO 1999</p> <p>Dos obras teatrales de gran importancia en la dramaturgia costarricense. Merecedoras de premios españoles y nacionales, estas obras tratan el tema de la mujer y su ruptura con el papel social proveniente del patriarcado, tanto en sus preceptivos sexuales como culturales.</p> </div>  </div>	
Translation Retaining Original Content and Style – 36 words	Adapted Translation – 40 words
<p>Two of Costa Rican theater’s most acclaimed works. International award-winners, these works explore the theme of women and their rupture with the social role and the related sexual and cultural demands imposed on them by patriarchy.</p>	<p>Two acclaimed, international award-winning plays by the multi-talented actor, writer and playwright Ana Istarú. With vivacity and sparkling irony, the plays explore the difficult task of being a woman, achieving at once a powerful social critique and deeply funny entertainment.</p>

Original PDF Catalog Blurb – 34 words	
<div style="display: flex; align-items: center; justify-content: space-around;">  <div style="text-align: left;"> <p><b>Génesis</b>  <b>Samuel Rovinski</b>                      ISBN 9789977238685                      21 x 14 cm. 90 p.                      PREMIO EDITORIAL COSTA RICA 2006                      Con agradable ingenio y fina agudeza, el autor nos ofrece una mirada inédita sobre los fundamentos religiosos judeo-cristianos, navegando a dos aguas entre la ternura y la ironía, entre la criticidad y el respeto.</p> </div>  </div>	
Translation Retaining Original Content and Style – 28 words	Adapted Translation – 47 words
<p>With sharp insight and appealing creativity the author of this play presents a fresh view of Judeo-Christian precepts, steering a course between tenderness and irony, criticism and respect.</p>	<p>As insightful as it is appealing, this award-winning play presents a fresh view of the Judeo-Christian creation myth. With gentle irony and cerebral humor, the playwright has the Creator himself attempt to reconcile contemporary scientific and metaphysical knowledge with the traditional creation story, with engrossing, entertaining results.</p>

**Original PDF Catalog Blurb – 71 words**



**Centroamérica: filibusteros, estados, imperios y memorias**

**Victor Hugo Acuña**

ISBN 9789968684408

25 x 17 cm. 168 p.

Colección Nueva Biblioteca

Patria. Vol. N.º 1

Esta obra del prestigioso historiador Victor Hugo Acuña enfoca y analiza la Campaña Nacional de

1856 y 57 desde las miradas y percepciones de historiadores y cronistas de los tres países más comprometidos en esa guerra: Estados Unidos, Nicaragua y Costa Rica, asegurando así una respuesta variada y profunda gracias a esa pluralidad de perspectivas, todo lo cual responde, por lo demás, a los métodos de los más modernos análisis históricos.


**Translation Retaining Original Content and Style – 64 words**

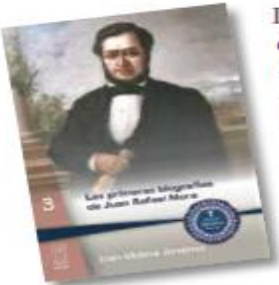
This work by prestigious historian Victor Hugo Acuña focuses on and analyzes the Costa Rican 'Filibuster War' of 1856 and 1857, drawing on the points of view and insights of historians and chroniclers from the United States, Nicaragua and Costa Rica, the three countries most involved in this war, ensuring a varied and complex picture through this plurality of perspectives, all while making use of the most modern methods of contemporary analysis.

**Adapted Translation**

Prestigious historian Víctor Hugo Acuña analyzes the Costa Rican 'Filibuster War' of 1856 and 1857, drawing on the insights of historians and chroniclers from the United States, Nicaragua and Costa Rica, the three countries most involved in this war. This contemporary approach of including a plurality of perspectives gives a varied and complex picture of events of this fascinating and crucial period in history.

Title 79 – *The Glorious Scar: The Costa Rican Filibuster War of 1856-1857* by Iván Molina Jiménez. PDF Catalog: New Patriotic Library Collection, page 19

Original PDF Catalog Blurb – 66 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex: 1;"> <p><b>La cicatriz gloriosa.</b> Estudios y debates sobre la Campaña Nacional: Costa Rica (1856-1857) <b>Iván Molina Jiménez</b></p> <p>ISBN 9789968684439 25 x 17 cm. 196 p. Colección Nueva Biblioteca Patria. Vol. N.º 2</p> <p>Un erudito conocedor de la Campaña Nacional y su época, Iván Molina Jiménez, ofrece en este libro un conjunto actualizado de sus ensayos dedicados a este hecho medular de la historia patria.</p> <p>Una rica compilación de documentos y escritos testimoniales de la guerra, así como el análisis de los modos de relatar ese pasado dotan a <i>La cicatriz gloriosa</i> del peso de un notable estudio historiográfico.</p> </div> </div>	
Translation Retaining Original Content and Style – 58 words	Adapted Translation
<p>Renowned historian on the Filibuster War Iván Molina Jiménez offers an updated collection of his essays on this crucial event in Costa Rican history. Its rich compilation of documents and written testimonies of war combined with analysis of the ways in which the story can be told endow <i>The Glorious Scar</i> with the status of significant historical research.</p>	<p><b>[NOT NECESSARY]</b></p>

Original PDF Catalog Blurb – 46 words	
<div style="display: flex; align-items: flex-start;">  <div style="margin-left: 20px;"> <p><b>Las primeras biografías de Juan Rafael Mora</b>  <b>Iván Molina Jiménez</b></p> <p>ISBN 9789968684491                      25 x 17 cm. 166 p.                      Colección Nueva Biblioteca Patria. Vol. N.º 3</p> <p>Iván Molina Jiménez ha reunido en este tomo las primeras biografías que sobre el presidente Juan Rafael Mora se escribieron dentro y fuera del país.</p> <p>Los comentarios y anotaciones de Molina Jiménez a esos textos pioneros y poco conocidos dan a esta obra una riqueza especial pues permitirán al lector conocer con profundidad y en detalle la figura del héroe nacional Juan R. Mora Porras.</p> </div> </div>	
Translation Retaining Original Content and Style – 69 words	Adapted Translation
<p>Iván Molina Jiménez gathers together the first biographies written both in Costa Rica and abroad on Juan Rafael Mora, president of Costa Rica from 1849 to 1860. The author’s commentaries and annotations to these pioneering, little-known texts add richness, allowing the reader the gain an in-depth picture of the man whose key role in the ‘Filibuster War’ of 1856-1857 made him a Costa Rican hero.</p>	<p><b>[NOT NECESSARY]</b></p>

Title 81 – *The Costa Rican Filibuster War, Economic Crisis and Capitalism (1850-1860)* by Eugenia Rodríguez Sáenz. PDF Catalog: New Patriotic Library Collection, page 19

**Original PDF Catalog Blurb – 48 words**



**Campana Nacional, crisis económica y capitalismo.**

**Costa Rica en la época de Juan Rafael Mora**

**(1850-1860)**

**Eugenia Rodríguez Sáenz**

ISBN 9789968684484

25 x 17 cm. 178 p.

Colección Nueva Biblioteca

Patria. Vol. N.º 4

Como nuevo aporte a la comprensión de los estudios sobre la Campana Nacional (1856-1857) se presenta esta obra que analiza, con rigor, la compleja situación económica mundial y sus efectos en Costa Rica, república que surgía de manera laboriosa y soberana gracias al comercio internacional del café.



**Translation Retaining Original Content and Style – 51 words**

A new contribution to studies on the Costa Rican ‘Filibuster’ War of 1856-1857. This work rigorously analyzes the complex global economic situation of the time and its effects on Costa Rica, a republic which, through the international trade of coffee and hard work, slowly came to develop as a sovereign nation.



**Adapted Translation**

**[NOT NECESSARY]**


Title 82 – *The Path to the Sea* by José Fernando Álvarez, PDF Catalog: Children’s and Teens’ Literature, page 20

Original PDF Catalog Blurb – 37 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Caminito del mar</b>  <b>José Fernando Álvarez</b>            ISBN 9789977239941            21 x 16 cm. 84 p.            PREMIO CARMEN LYRA 1998</p> <p>Como un juego entre la realidad y la fantasía, esta historia de aventuras que van tejiendo, nos lleva en un recorrido por esas primeras etapas de nuestra vida en las cuales descubrimos el mundo paso a paso.</p> </div>  </div>	
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 31 words
<p>Like a game between fantasy and reality, this story of unfolding adventures takes us on a tour to the first stages of our lives in which, step by step, we discover the world.</p>	<p>With imagination, sparkle and laugh-aloud humor, this enchanting children’s play acts out the unfolding adventures of a group of eccentric characters as they discover friendship on their path to the sea.</p>


Title 83 – *The Ship of Stars* by Alfredo Cardona Peña, PDF Catalog: Children’s and Teens’ Literature, page 20



Original PDF Catalog Blurb – 32 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La nave de las estrellas</b>  <b>Alfredo Cardona Peña</b>            ISBN 9789977239903            21 x 16 cm. 137 p.            PREMIO CARMEN LYRA            1978</p> <p>Esta obra muestra la maestría narrativa de Alfredo Cardona Peña, plasmada en cuentos que se destacan por constituirse a partir de una extraordinaria vinculación entre creatividad, fantasía, mundos posibles y realidad.</p> </div>  </div>	
Translation Retaining Original Content and Style – 23 words	Adapted Translation – 32 words
<p>This work demonstrates Alfredo Cardona Peña’s narrative mastery, captured in his outstanding stories with their extraordinary combination of fantasy, alternate worlds and reality.</p>	<p>All aboard the ship of stars! A colorful storybook that takes us on a magical journey where we will find millionaire witches, poor fairies, stories that never end, and buried treasures galore.</p>



Title 84 – *High-Jumping Frogs* by Minor Arias Uva, PDF Catalog: Children’s and Teens’ Literature, page 20



Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Algunas ranas de salto quintuple</b>  <b>Minor Arias Uva</b>            ISBN 9789977239002            21 x 16 cm. 190 p.            Personajes curiosos y animales divertidos nos llevan de la mano para mostrarnos el valor de la naturaleza, la amistad con el viento y el mar, los atardeceres en bicicleta, para terminar saltando entre ranas, grillos y libélulas.</p> </div> </div>	
Translation Retaining Original Content and Style – 39 words	Adapted Translation – 40 words
<p>Curious characters and fun animals take us by the hand to show us the value of nature, friendship with the wind and the sea, and afternoons spent cycling which finish up with us jumping alongside frogs, crickets and dragonflies.</p>	<p>A rich treasury of short poems in which curious characters and fun animal friends take us by the hand to show us the value of befriending nature, enjoying the wind and the sea, and playing alongside frogs, crickets and dragonflies.</p>

Title 85 – *Tales of the Forest* by Fernando Centeno Güell, PDF Catalog: Children’s and Teens’ Literature, page 20



Original PDF Catalog Blurb – 32 words	
<div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <p><b>Fábula del bosque</b>  <b>Fernando Centeno Güell</b>            ISBN 9789977239347            21 x 16 cm. 110 p.            Fábulas, relatos de animales,            bucólico regreso al bosque de            la infancia, inocente y feliz re-            godeo de los sentidos, sano            oxigenante alejarse del ruido mundanal hacia            el susurrante mundo de los limpios de corazón.</p> </div> </div>	
Translation Retaining Original Content and Style – 37 words	Adapted Translation – 27 words
<p>Fables and tales of animals marking a joyful return to the forest of childhood with its innocent rejoicing of the senses and a healthy decontaminating withdrawal from noisy everyday existence to the murmuring world of the pure-hearted.</p>	<p>Beautiful animal fables representing a joyful return to the murmuring forest of pure-hearted childhood, with the innocent rejoicing of the senses far removed from noisy day-to-day existence.</p>

Original PDF Catalog Blurb – 35 words	
<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: center;"> <p><b>Cuentos con alas y luz</b>  <b>Ani Brenes</b>                      ISBN 9789977239521                      21 x 16 cm. 86 p.                      PREMIO CARMEN LYRA 1998</p> </div>  </div> <p>En este libro encontrarás once cuentos llenos de luz, mariposas, luciérnagas y arco iris, así como aventuras e historias divertidas que invitan a la reflexión sobre temas cotidianos de los niños y de los adultos.</p>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 25 words
<p>In this book you will find eleven stories full of light, fireflies, butterflies and rainbows, adventure and fun which invite reflection on everyday themes for both children and adults.</p>	<p>Eleven luminous tales of fireflies, butterflies and rainbows, adventure and fun, which invite children and adults alike to view the everyday with wonder and delight.</p>



Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <p><b>Fábula de fábulas</b>  <b>Alfonso Chase</b>                      ISBN 9789968684521                      21 x 16 cm. 218 p.                      PREMIO CARMEN LYRA 1977</p> <p><i>Fábula de fábulas</i> recoge todo el tesoro de los cuentos populares que andan de boca en boca y que son el sustento de nuestra nacionalidad y nos remiten, desde muchos aspectos, a las bases de nuestra narrativa popular.</p> </div>  </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation – 39 words
<p><i>Fable of Fables</i> draws together a treasury of popular Costa Rican stories passed along by word of mouth, nourishing the local imagination and identity, and forming the basis of Costa Rican traditional narrative.</p>	<p>Tales of mischievous monkeys, slithery serpents and artful armadillos . . . the further adventures of Uncle Rabbit . . . and a Costa Rican Cinderella! These are just a few of the characters gathered in this enchanting treasury of beloved Costa Rican children’s stories.</p>



Original PDF Catalog Blurb – 36 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Abecedario del Yaquí</b>  <b>Rodolfo Dada</b>                      ISBN 9789977239323                      21 x 16 cm. 70 p.                      PREMIO CARMEN LYRA 1981</p> <p>Este libro de poemas es un hermoso culto a la naturaleza. Está impregnado de magia, lirismo y ternura que hará de su lectura una delicia para los niños. Es un gran aporte a la literatura infantil.</p> </div>  </div>	
Translation Retaining Original Content and Style – 31 words	Adapted Translation – 34 words
<p>This book of poems pays a beautiful tribute to nature. It is impregnated with magic, lyricism, and tenderness which makes reading it delightful to children. A great contribution to children’s literature.</p>	<p>A journey through the alphabet with poems paying beautiful tribute to nature in the Yaquí area of the Costa Rican Caribbean. A book impregnated with magic and lyricism which makes it delightful to read.</p>

Title 89 – *Aunt Polly and Her Ghost Cat* by Floria Jiménez, PDF Catalog: Children’s and Teens’ Literature, page 21



Original PDF Catalog Blurb – 41 words	
<div style="display: flex; align-items: center; justify-content: space-between;">  <div style="text-align: center;"> <p><b>La tía Poli y su gato fantasma</b> <b>Floria Jiménez</b></p> <p>ISBN 9789977239026 21 x 16 cm. 165 p. PREMIO CARMEN LYRA 2007</p> <p><i>La tía Poli y su gato fantasma</i> nos invita a conocer las aventuras de Nono y sus amigos. Este libro es una inolvidable historia de amistad salpicada de travesuras, con una cierta nostalgia por un pasado que no se debe olvidar.</p> </div>  </div>	
Translation Retaining Original Content and Style – 36 words	Adapted Translation – 53 words
<p><i>Aunt Polly and Her Ghost Cat</i> invites us to follow the adventures of Nono and friends. An unforgettable story of friendship and mischief, with a touch of nostalgia for a past that should not be forgotten.</p>	<p>In a big old house on the main street, Aunt Polly lives with her four cats. Three you can see, and one you can only sense. Then one day, the news comes the house is to be knocked down! A highly-readable children’s chapter book telling an unforgettable story of fun, friendship and mischief.</p>

Title 90 – *The Astounding Adventures of Chico Paquito and His Band of Elves* by Adela Ferreto. PDF Catalog: Children’s and Teens’ Literature, page 21


Original PDF Catalog Blurb – 39 words	
<div style="display: flex; align-items: center;">  <div style="flex: 1;"> <p><b>Novela de los viajes y aventuras de Chico Paquito y sus duendes</b></p> <p><b>Adela Ferreto</b></p> <p>ISBN 9789968684125 21 x 16 cm. 290 p.</p> <p>PREMIO NACIONAL NOVELA 1983</p> <p>Cada viaje de Chico Paquito en el tiempo y cada historia fantástica es un aprendizaje que quedará para siempre en su memoria, aún cuando los duendes se hayan ido y él conserve solo el recuerdo en su niño interior.</p> </div>  </div>	
Translation Retaining Original Content and Style – 39 words	Adapted Translation – 35 words
<p>Every journey though time and every fantastic adventure we share with Chico Paquito is a lesson that will stay in the memory forever, even when the elves have all gone and only the memory of the inner child remains.</p>	<p>At once magical, inventive and educational, every journey through time and every fantastic adventure we share with Chico Paquito and his band of elf friends is a lesson that will stay in the memory forever.</p>

<b>Original PDF Catalog Blurb – 33 words</b>	
 <p><b>Mirrusquita</b>  <b>Floria Jiménez</b>                      ISBN 9789977239354                      21 x 16 cm. 70 p.                      PREMIO CARMEN LYRA 1976                      Por las páginas de este poemario desfilan personajes y escenarios familiares a los niños: la naturaleza, los animales, las canciones y el juego se enmarcan en nuestras costumbres, tradiciones y giros populares.</p> 	
<b>Translation Retaining Original Content and Style – 33 words</b>	<b>Adapted Translation – 26 words</b>
<p>The much-loved characters and scenery familiar to Costa Rican children parade through this poetry book: nature, animals, songs and games, all of which provide the framework for Costa Rican customs, traditions and idiosyncrasies.</p>	<p>An enchanting treasure trove of children’s poems celebrating the songs, games, animals and nature which form so intrinsic a part of Costa Rican tradition and childhood.</p>


Title 92 – *Tolo, the Giant Wind from the North* by Adela Ferreto, PDF Catalog: Children’s and Teens’ Literature, page 21

Original PDF Catalog Blurb – 32 word	
<div style="display: flex; align-items: center; justify-content: space-between;">  <div style="text-align: right;"> <p><b>Tolo, el Gigante Viento Norte</b>  <b>Adela Ferreto</b>            ISBN 9789968684293            21 x 16 cm. 266 p.            PREMIO CARMEN LYRA            1983</p> </div>  </div> <p style="text-align: right; margin-top: 10px;">En <i>Tolo, el Gigante Viento Norte</i> compartimos las aventuras de Nisquito y Pedrín, dos amigos que aprenderán el valor de la amistad, la familia, la creatividad, el estudio, la diversión, la hermandad.</p>	
Translation Retaining Original Content and Style – 29 words	Adapted Translation – 33 words
<p>In <i>Tolo, the Giant Wind from the North</i>, we share the adventures of Nisquito and Pedrín, two friends who learn to value friendship, family, creativity, schooling, fun and community.</p>	<p>A charming chapter book for children filled with stories within stories in which we share the fantastic adventures of Nisquito and Pedrín, two friends who learn to value friendship, family, imagination and community.</p>


Title 93 – *Classic Costa Rican Children's Tales* by María Leal de Noguera, PDF Catalog:  
 Children's and Teens' Literature, page 21

Original PDF Catalog Blurb – 33 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Cuentos viejos</b>  <b>María Leal de Noguera</b>            ISBN 9789977239699            21 x 16 cm. 306 p.            Libro que recoge cuentos viejos de los pueblos costarricenses, pero que también son temas universales. Tío Conejo, Tía Boa, La Mano Peluda, Juan Tuntún, entre otros, son personajes que muchos costarricenses nunca olvidarán.</p> </div> </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation
<p>A compilation of classic Costa Rican folktales which also reflect universal themes. Uncle Rabbit, Aunt Boa, the Hairy Hand, Juan Tuntun, and more . . . All the unforgettable characters from every Costa Rican childhood.</p>	<p><b>[NOT NECESSARY]</b></p>


Title 94 – *Children’s Poems* compiled by Fernando Luján, PDF Catalog: Children’s and Teens’ Literature, page 22


Original PDF Catalog Blurb – 26 words	
 <p data-bbox="727 485 1159 562"><b>Poemas para niños</b> <b>Fernando Luján (compilador)</b></p> <p data-bbox="740 575 1000 642">ISBN 9789977239064 21 x 16 cm. 166 p.</p> <p data-bbox="748 646 1203 758">En este libro publicamos poesías de varios autores, para que cada niño pueda deleitarse con aquellos</p> <p data-bbox="570 762 1203 829">poemitas que estén más de acuerdo con su propia sensibilidad.</p>	
Translation Retaining Original Content and Style – 23 words	Adapted Translation – 28 words
<p data-bbox="237 1058 818 1224">In this book we publish poetry from a variety of authors so each child can enjoy those poems which they find most appealing.</p>	<p data-bbox="844 1058 1422 1423">There is something for everyone in this classic treasury of children’s poems featuring the work of distinguished poets from many different countries and stunningly illustrated by the internationally-acclaimed Costa Rican artist, Francisco Amighetti.</p>


Title 95 – *The Inhabitants of the Breeze* by Mabel Morvillo, PDF Catalog: Children’s and Teens’ Literature, page 22


Original PDF Catalog Blurb – 44 words	
<div style="display: flex; align-items: center;">  <div style="flex-grow: 1;"> <p data-bbox="760 495 1117 529"><b>Los habitantes de la brisa</b></p> <p data-bbox="760 533 987 567"><b>Mabel Morvillo</b></p> <p data-bbox="773 590 1029 617">ISBN 9789968684453</p> <p data-bbox="773 623 987 651">21 x 16 cm. 100 p.</p> <p data-bbox="573 657 1179 919">Estos relatos, sus historias, sus personajes, se entretajan con algunos hilos de fantasía y muchos de magia; son cuentos simples, a veces poéticos, que hablan de cosas de la vida, del futuro, de tiempos que fueron o que nunca serán, para invitarnos a viajar.</p> </div> </div>	
Translation Retaining Original Content and Style – 41 words	Adapted Translation – 33 words
<p data-bbox="237 1136 818 1499">Tales and characters which are woven through with fantasy and magic. They are simple, sometimes poetic stories which speak of life and take us on a journey to the future, to times gone by and to times that will never come.</p>	<p data-bbox="844 1136 1416 1436">Tales which are woven through with fun, fantasy and magic. These simple, sometimes poetic stories take us on a journey to the future, to times gone by, and to worlds of pure imagination.</p>


Title 96 – *Tales of My Aunt Panchita* [Already translated. Also known as *Stories of my Aunt Panchita*] by Carmen Lyra, PDF Catalog: Children’s and Teens’ Literature, page 22

Original PDF Catalog Blurb – 39 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Cuentos de mi tía Panchita</b>  <b>Carmen Lyra</b>            ISBN 9789977239477            21 x 16 cm. 230 p.            Carmen Lyra logró por medio de un lenguaje leal a las expresiones criollas, una narrativa que se mantiene suscitando estudios, interpretaciones, polémicas, porque logró comprender a los hombres y mujeres cotidianos desde la raíz misma de su dinámica vital.</p> </div> </div>	
Translation Retaining Original Content and Style – 39 words	Adapted Translation – 46 words
<p>Through the use of popular Costa Rican language, Carmen Lyra successfully created a narrative which continues to generate investigation, differing opinions and even controversy, as she successfully captured the very roots of day-to-day experience of ordinary men and women.</p>	<p>Enchanting tales of princes, princesses, fools who are anything but foolish, and the wily ways of the mischievous Uncle Rabbit all come together in this iconic collection of folkloric children’s stories re-written in Costa Rican popular language by Carmen Lyra, one of Costa Rica’s best-loved authors.</p>


Original PDF Catalog Blurb – 36 words	
<div style="display: flex; align-items: center;">  <div> <p><b>David</b> <b>Julieta Pinto</b></p> <p>ISBN 9789977239934 21 x 16 cm. 124 p.</p> <p>David es un niño que vive, al mismo tiempo, la realidad y la grandeza de la observación mágica, puerta hacia donde el mundo expresa, a través de seres maravillosos, el sentido más pleno de la vida.</p> </div> </div>	
Translation Retaining Original Content and Style – 26 words	Adapted Translation – 46 words
<p>David is a boy who at once experiences reality and the magical world of the imagination populated by fantastic beings which add fullness to his life.</p>	<p>For six long weeks, David must stay in bed wrapped up in plaster. But that’s not enough to put a stop to his adventures, once he lets his imagination fly. A captivating, colorful chapter book full of fun, joy and the soaring power of the imagination.</p>



Original PDF Catalog Blurb – 55 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Cuentos con dos cielos y un sol</b>  <b>Mabel Morvillo</b>                      ISBN 9789977239446                      21 x 16 cm. 110 p.                      Este libro reúne ocho cuentos diversos que proponen unos valores que, a veces, los seres humanos olvidamos: el amor, la solidaridad, la sencillez, la honestidad, el trabajo. Con un estilo peculiar, la autora juega con la fantasía y las imágenes para transmitir un sentimiento poético de la vida y abrir espacios a la esperanza.</p> </div> </div>	
Translation Retaining Original Content and Style – 36 words	Adapted Translation – 37 words
<p>A collection of eight stories promoting values we sometimes forget: love, solidarity, simplicity, honesty and hard work. The author’s unique style plays with fantasy and imagery, bringing poetry to life, and opening up opportunities for hope.</p>	<p>A collection of eight entrancing stories promoting values we sometimes forget: love, solidarity, simplicity, honesty, and hard work. The author’s unique style plays with fantasy and imagery, bringing poetry to life, and opening up opportunities for hope.</p>


Original PDF Catalog Blurb – 54 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>La lámpara encendida</b>  <b>Miguel Rojas</b>                      ISBN 9789977239033                      21 x 16 cm. 225 p.                      Este libro es una colección de obras de teatro para niñas y niños. En ella, su autor ha reunido historias diversas: desde “La rana enojada”, que es una metáfora de la corrupción política y una crítica ecológica, hasta “La hormiguita laboriosa”, donde se aborda el principio del trabajo para ganarse la vida honradamente.</p> </div> </div>	
Translation Retaining Original Content and Style – 39 words	Adapted Translation – 29 words
<p>A collection of children’s plays telling a variety of stories, from “The Angry Frog”, a critique of political corruption and ecological devastation, to “The Hard-Working Ant” with its message of the dignity of working to earn an honest living.</p>	<p>A collection of three colorful and entertaining children’s plays ready to be acted out. With humor, engaging characters and vivacious dialog, each play has its own lesson to teach.</p>


Original PDF Catalog Blurb – 44 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El príncipe teje tapices</b>  <b>Carlos Rubio</b>                      ISBN 9789977239774                      21 x 16 cm. 164 p.                      Congruentes con las últimas tendencias de la literatura infantil, estas son historias para niñas y niños que viven en el siglo XXI con amor, sensibilidad, creatividad y humanismo. Pero también son cuentos para personas adultas que aún habitan el vasto territorio de la infancia.</p> </div> </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation – 44 words
<p>In keeping with the latest trends for children’s literature, these stories for children of the 21<sup>st</sup> century are written with love, sensitivity, creativity, and compassion. They will delight adults and children alike.</p>	<p>The prince who loved to knit . . . The woman who captained a ship full of books . . . The princess who couldn’t smile . . . A beautifully illustrated book of magical modern fairy stories written with sensitivity, irony and rollicking good humor. Sure to delight children and adults alike.</p>

Title 101 – *A Big Little Mule* by Carlos Luis Sáenz, PDF Catalog: Children’s and Teens’ Literature, page 23


Original PDF Catalog Blurb – 46 words	
<div style="display: flex; align-items: center;">  <div> <p><b>Mulita Mayor</b>  <b>Carlos Luis Sáenz</b>            ISBN 9789977239347            21 x 16 cm. 110 p.  <i>Mulita Mayor</i> es el poema de las rondas y juegos infantiles, un poema de poemas, pues cada tema tratado: ronda, juego, cuento, dicho o canto es un poema en que el niño viaja, jinete en su mula de palo, por cielos de luceros y mundos encantados.</p> </div> </div>	
Translation Retaining Original Content and Style – 53 words	Adapted Translation – 39 words
<p><i>A Big Little Mule</i> is poetry expressed as children’s games and songs, with each item—whether a musical round, a game, a story, a saying or a song—being a poem that takes the child like a rider on a hobby horse on a journey through enchanted worlds with skies full of fireflies.</p>	<p>A beautiful treasury of classic Costa Rican children’s poems, songs and short stories which invite the child to revel in the simple joys and wonders of nature where they can journey through enchanted worlds with skies full of fireflies.</p>

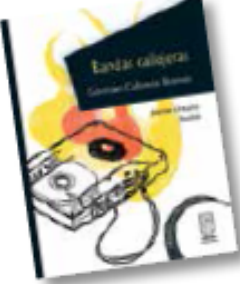

Original PDF Catalog Blurb – 32 words	
<div style="display: flex; align-items: center; justify-content: space-between;">  <div style="text-align: center;"> <p><b>Pedro y su teatrino maravilloso</b> <b>Carlos Rubio</b></p> <p>ISBN 9789977239200 21 x 16 cm. 156 p. PREMIO CARMEN LYRA 1990</p> <p>Este libro conjuga una serie de historias mágicas que acercan al niño al mundo de la imaginación. Es una obra creativa que utiliza los recursos más actuales del arte para la infancia.</p> </div>  </div>	
Translation Retaining Original Content and Style – 28 words	Adapted Translation – 42 words.
<p>A collection of magical stories which draw the child into the world of the imagination. A creative work which uses the most modern resources available for children’s literature.</p>	<p>Pedro has a magical puppet show with no puppets, yet when he tells his stories, people see talking animals, unforgettable heroes and smiling villains . . . An enchanting book using simple, engaging language and picture poetry to draw children into a world of imagination.</p>


Original Print Catalog Blurb – 28 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El árbol cantor</b>  <b>Cary Sagot</b>                      ISBN 9789977238968                      21 x 16 cm. 92 p.  <i>El árbol cantor</i> es una colección de ocho relatos trazados con sencillez, a veces con humor, a veces con poesía; es un cálido encuentro entre lectores y personajes.</p> </div> </div>	
Translation Retaining Original Content and Style – 28 words	Adapted Translation – 38 words
<p><i>The Singing Tree</i> is a collection of eight simply-drawn stories, some filled with humor, others with poetry, making for a heart-warming encounter between the reader and these characters.</p>	<p>Eight fun-filled stories told with humor and poetry, as children tell of their adventures in a world of nature surrounded by trees, flowers and the song of the wind. A charming, life-affirming book, perfect for reading aloud.</p>


<b>Original PDF Catalog Blurb – 47 words</b>	
 <p><b>El viento y Daniel</b>  <b>Carlos Luis Sáenz</b>            ISBN 9789977239828            21 x 16 cm. 104 p.            Este libro es rico en lirismo plástico e imaginativo, a la vez de gran sencillez y sabor autóctono por el lenguaje, por los dichos y rimas de sabor popular y tradicional que usa y que le dan múltiple gracia y movilidad al verso y vuelo a la imaginación.</p>	
<b>Translation Retaining Original Content and Style – 37 words</b>	<b>Adapted Translation – 38 words</b>
<p>Rich in lyricism and imagination yet simple in language, this book captures an authentic Costa Rican flavor through popular and traditional sayings and rhymes. These give grace and movement to the verse and send the imagination flying.</p>	<p>A richly lyrical, creative collection of poetry featuring simple language which captures an authentic Costa Rican flavor through the use of traditional sayings and rhymes. These give grace and movement to the verse and send the imagination flying.</p>


Title 105 – *The Anger of the Gods* by Cary Sagot, PDF Catalog: Children’s and Teens’ Literature, page 23


Original PDF Catalog Blurb – 41 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>El enojo de los dioses</b>  <b>Cary Sagot</b>            ISBN 9789977239453            21 x 16 cm. 92 p.  <i>El enojo de los dioses</i> de Cary Sagot recoge diez cuentos juveniles que nos hacen pasar por la historia y por la geografía de nuestro país en un lúdico juego de aventuras, que deleitarán la lectura de niños, adolescentes y mayores.</p> </div> </div>	
Translation Retaining Original Content and Style – 39 words	Adapted Translation – 33 words
<p>Cary Sagot’s <i>The Anger of the Gods</i> is a collection of ten stories for older children which take the reader on a fun adventure through Costa Rican history and geography. A book sure to delight children, teenagers and adults.</p>	<p>An engaging and exciting collection of short stories which take the reader on a fascinating voyage of discovery through Costa Rican geography and history. A book sure to delight young and old alike.</p>

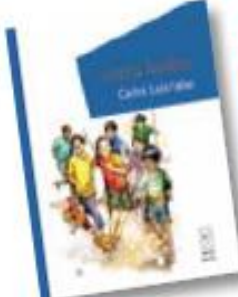
Original PDF Catalog Blurb – 43 words	
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: center;"> <p><b>Bandas callejeras</b> <b>German Cabrera</b></p> <p>ISBN 9789968684507 21 x 16 cm. 196 p. PREMIO CARMEN LYRA 2013</p> <p><b>Bandas callejeras es una obra bien escrita e ingeniosa que lleva al lector en un viaje a través de todo el territorio nacional y define una subcultura de músicos fracasados por medio de pequeñas historias que son a veces humorísticas, a veces conmovedoras.</b></p> </div> <div style="text-align: center;">  </div> </div>	
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 47 words
<p><i>Street Musicians</i> is an ingenious, well-written work which takes the reader on a journey through Costa Rica and details a subculture of failed musicians through short stories which are sometimes humorous, sometimes moving.</p>	<p>An ingenious and masterfully crafted collection of short stories which take the reader all over Costa Rica to follow the supreme efforts of musical wannabes as they strive for fame—and inevitably fail. One moment wickedly funny, the next heartbreaking, yet never quite losing that little spark of hope.</p>


Original PDF Catalog Blurb – 52 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p data-bbox="716 443 1040 474"><b>La delirante familia Tosco</b></p> <p data-bbox="716 478 865 510"><b>Eric Conde</b></p> <p data-bbox="716 522 954 550">ISBN 9789968684828</p> <p data-bbox="716 554 906 581">21 x 16 cm. 80 p.</p> <p data-bbox="716 588 1130 884">Estamos ante una obra infanto-juvenil planteada desde la narrativa del nonsense, donde el sinsentido o la ruptura de sistema irrumpen en la trama aportando un tono surrealista al argumento. Otro recurso antiquísimo empleado por el autor es la Caja China: así una historia tiene adentro otras historias que continúan en otros cuentos.</p> </div> </div>	
Translation Retaining Original Content and Style – 41 words	Adapted Translation – 53 words
<p data-bbox="237 1150 818 1514">A children and teens’ novel with a narrative where nonsense breaks into the plot, resulting in a surrealist tone. The author also adopts the ancient device of ‘Chinese boxes’ where there are stories inside stories which tell about yet other stories.</p>	<p data-bbox="844 1150 1422 1648">A fantastic and fascinating set of stories for older children and teens with surreal twists and turns reminiscent of <i>Alice in Wonderland</i>. We follow the fortunes of the fabulous and really very strange Tosco family and their extraordinary adventures living in the country, where they need to work miracles—often literally!—to survive.</p>


Original PDF Catalog Blurb – 57 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Telémaco</b> Jessica Clark</p> <p>Edición Electrónica ISBN 9789968684286 EPUB 2,2 MB</p> <p>Gracias al científico Amos Tahly, la Tierra cuenta con el Telémaco, la primera nave interestelar. Tahly oculta un invento aún más importante y trascendental para la historia de la humanidad, pero revela su localización solamente a su vecino de cuatro años, Pau Haguen, escogido, junto con otros ocho niños, para formar parte de un programa científico experimental.</p> </div> </div>	
Translation Retaining Original Content and Style – 54 words	Adapted Translation – 57 words
<p>Thanks to the scientist Amos Tahly, the Earth has the <i>Telemaco</i>, its first ever interstellar spaceship. But Tahly has somewhere hidden an even more important invention. He reveals its location only to his four-year old neighbor, Pau Haguen, who was chosen together with eight other children to be part of an experimental science program.</p>	<p>Scientist Amos Tahly designed Telemaco, the Earth’s first ever interstellar spaceship. Yet Tahly has hidden an even more important invention somewhere, revealing it only to four-year-old Pau Haguen. Years later, Pau has to choose who to share the secret with and his choice could change civilization forever. A gripping science fiction novel, bound to excite and delight.</p>


Original PDF Catalog Blurb – 38 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Concherías</b>  <b>Aquileo J. Echeverría</b></p> <p>ISBN 9789977239767                      21 x 16 cm. 138 p.                      Edición Electrónica                      ISBN 9789968684606                      EPUB 341 KB</p> <p>Con los romances campesinos,                      creados con las más genuinas raíces                      del ser y el habla de nuestra gente del campo                      de principios del siglo, Aquileo nos creó, nos                      hizo a imagen y semejanza de su perspicacia y                      humor.</p> </div> </div>	
Translation Retaining Original Content and Style – 43 words	Adapted Translation – 52 words
<p>Through these rural romances born from deep within the authentic reality and form of expression of Costa Rican country folk at the beginning of the 1900s, Echeverría created the Costa Rican identity in the image and likeness of his insight and humor.</p>	<p>The iconic collection of rural romances and poems which with humor and affection capture the authentic voice and identity of Costa Rican country folk at the beginning of the 1900s. So powerful and resonant was this portrayal that it continues to ring true in the heart of all Costa Ricans even today.</p>


Original PDF Catalog Blurb – 35 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Un fuego lento</b>  <b>Jessica Clark</b>                      ISBN 9789968684460                      21 x 16 cm. 216 p.  <i>Un fuego lento</i> es una novela fantástica que incluye tecnología de realidad aumentada, de modo que las ilustraciones de cada capítulo tienen un código que, al verse con una aplicación de teléfono inteligente o tableta, activa una animación en 3D.</p> </div> </div>	
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 47 words
<p><i>A Slow Fire</i> is a fantasy novel which includes virtual reality: the illustrations for each chapter encrypt a code. When this is viewed with a smartphone or tablet, a 3D animation is activated.</p>	<p>Since retiring, Martin, one of the Horsemen of the Apocalypse, has lived a peaceful life. But unexpected circumstances force him to make a decision: A world is going to have to end. The question is: Which one? An enthralling, fast-paced fantasy novel that is full of surprises.</p>

Original PDF Catalog Blurb – 33 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Marcos Ramírez</b>  <b>Carlos Luis Fallas</b></p> <p>ISBN 9789977239392            21 x 16 cm. 274 p.            Edición Electrónica            ISBN 9789968684040            EPUB 402 KB</p> <p>Marcos es un niño con el alma de un campesino, inocente, imaginativo, aventurero y espontáneo. “Hay libros que son únicos en la literatura de una nación, Marcos Ramírez es único en nuestra literatura...”</p> </div> </div>	
Translation Retaining Original Content and Style – 32 words	Adapted Translation – 44 words
<p>Marcos is an innocent, imaginative, adventurous country boy who embodies the soul of rural Costa Rica. There are books unique in a nation’s literature: <i>Marcos Ramírez</i> is that book for Costa Rica.</p>	<p>Hailed as the Costa Rican ‘Tom Sawyer’, <i>Marcos Ramírez</i> relates the much-loved adventures of an innocent, imaginative young boy with a talent for being in the wrong place at the wrong time and his adventures growing up in Costa Rica in the early 1900s.</p>



Original PDF Catalog Blurb – 45 words	
<div style="display: flex; align-items: flex-start;">  <div style="margin-left: 10px;"> <p><b>Mi madrina</b> <b>Carlos Luis Fallas</b></p> <p>ISBN 9789977239491 21 x 16 cm. 92 p. Edición Electrónica ISBN 9789968684033 EPUB 544 KB</p> <p>Relata la historia de un niño y su entrañable relación con su madrina, una tía pobre, en apariencia severa, pero en el fondo maternal y tierna. Escrito en estilo llano y sabroso en el que el habla popular adquiere relieves de autenticidad, gracia y picardía.</p> </div> </div>	
Translation Retaining Original Content and Style – 45 words	Adapted Translation
<p>The story of a boy and his charming relationship with his godmother, a poor aunt who seems strict but, deep down, has a heart of gold. Capturing the rich flavor of popular Costa Rican speech, the book is infused with authenticity, grace and mischief.</p>	<p><b>[NOT NECESSARY]</b></p>

Original PDF Catalog Blurb – 53 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>En una silla de ruedas</b>  <b>Carmen Lyra</b>                      ISBN 9789977239415                      21 x 16 cm. 90 p.                      Edición Electrónica                      ISBN 9789968684033                      EPUB 544 KB</p> <p>Carmen Lyra ofrece con este texto, publicado por primera vez en 1917, un reflejo de las contradicciones sociales propias de su época, así como una cuidada caracterización de personajes humildes y populares. Retrata, asimismo, las tradiciones y costumbres de su tiempo para apelar a la sensibilidad social y humana del lector.</p> </div> </div>	
Translation Retaining Original Content and Style – 50 words	Adapted Translation – 55 words
<p>First published in 1917, this text reflects the social contradictions of its time as well making as a careful characterization of humble everyday Costa Rican characters. Additionally, it paints a portrait of the traditions and customs of the day so as to appeal to the reader’s social and human sensitivity.</p>	<p>Just before his second birthday, Sergio suffers an illness that confines him to a wheelchair for life. A moving novel by one of Costa Rica’s favorite authors, making a sensitive and appealing portrayal of ordinary Costa Ricans in the early 1900s, capturing their traditions and customs as well as the social contradictions of the day.</p>

Original PDF Catalog Blurb – 40 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Castillos de arena</b>  <b>Réidel Gálvez</b>                      ISBN 9789977239415                      21 x 16 cm. 90 p.                      Edición Electrónica                      ISBN 9789968684590                      EPUB 3,1 MB</p> <p>Cuentos juveniles –pero para todas las edades–, los que conforman estos <i>Castillos de arena</i> tienen el encanto y la fascinación de lo frágil y único, de lo bello y perdurable: arena que marca una edad y un territorio de ilusiones.</p> </div> </div>	
Translation Retaining Original Content and Style – 34 words	Adapted Translation – 50 words
<p>Stories for the young (of all ages!), full of the charm and fascination for all that is fragile and unique, beautiful and enduring: like sand which delineates an age and a land of illusions.</p>	<p>A baby born with a magical connection to the sea, a grandson who charms his grandfather by telling stories, books with characters who come to life . . . Travel to worlds of fantasy and imagination through these stories full of the fascination of all that is fragile and unique, beautiful and enduring.</p>

Original PDF Catalog Blurb – 63 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Danzas del bosque</b> Maureen Vargas</p> <p>ISBN 9789968684705 21 x 16 cm. 70 p.</p> <p><i>Danzas del bosque</i> recrea el acercamiento del joven protagonista con las maravillas de la vida silvestre, quien gracias a su abuelo –símbolo de experiencia y conocimiento– recorre un mundo en que la cultura marca las diferencias entre los indígenas y aquellos que los miran desde fuera: su cosmovisión y su comportamiento hacia la madre tierra, los animales, la naturaleza y la vida.</p> </div> </div>	
Translation Retaining Original Content and Style – 61 words	Adapted Translation – 57 words
<p><i>Dances of the Forest</i> captures the young hero’s discovery of the wonders of wildlife. With the help of his grandfather, a symbol of experience and knowledge, he explores the cultural world of difference between the indigenous people and those observing from the outside in terms of their vision of the universe and their treatment of Mother Earth, animals, nature, and life.</p>	<p>A grandfather guides his grandson in discovering the wonders of wildlife and the wisdom of the ancient cultures of Costa Rica’s indigenous people in their vision of the universe and their cherishing of all life. A beautiful story and a refreshing, graceful reminder to listen to the voice of the forest and join in with its dance.</p>

Title 116 – *The Dream Machine* by Daniel Garro, PDF Catalog: Children’s and Teens’ Literature, page 25

Original PDF Catalog Blurb – 59 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>La máquina de los sueños</b>  <b>Daniel Garro</b>  ISBN 9789977239439  21 x 16 cm. 300 p.  Edición Electrónica  ISBN 9789968684644  EPUB 1,7 MB</p> <p style="text-align: center;">PREMIO CARMEN LYRA 2009</p> <p>Lo que la Máquina dice suena razonable. Lo que la Máquina hace se ve razonable. Lo que las autoridades opinan se oye razonable. Sin embargo, las cosas no son lo que parecen. Y la sospecha surge entre unos chiquillos brillantes y rebeldes que se proponen llegar a la verdad... y descubrir que el mal está escondido y debe revelarse.</p> </div>  </div>	
Translation Retaining Original Content and Style – 53 words	Adapted Translation – 56 words
<p>What the Machine says appears reasonable.  What the Machine does looks reasonable.  What the authorities state sounds reasonable. But things are not what they seem and suspicions begin to emerge for a group of brilliant young rebels who decide to find out the truth . . . and discover the hidden evil that must be revealed.</p>	<p>What the Machine says appears reasonable.  What the Machine does looks reasonable.  What the authorities state sounds reasonable. But things are not what they seem and suspicions begin to emerge for a group of brilliant young rebels who decide to find out the truth . . . An award-winning science-fiction adventure for young adults with a gripping, fast-paced plot.</p>

**Original PDF Catalog Blurb – 24 words**



**Mi papá está enamorado**

**Ruth Angulo**

ISBN 9789977239712

21 x 21 cm. 36 p.

Esta historia ayudará a las madres y padres solteros, viudos o divorciados a iniciar una conversación respecto a sus nuevas parejas, con sus hijos.

**Translation Retaining Original Content and Style – 30 words**


This story will help single mothers and fathers, those whose partners have passed away, and those who are divorced or separated to talk with their children about their new partners.

**Adapted Translation – 36 words**


My dad's a great guy, but it's hard to find the right person for him . . . Engaging and sensitive, this beautifully-illustrated book will help single, divorced or separated parents talk with their children about their new partners.

Title 118 – *Sibö and the Mischievous Toads* [Includes translation into English and Bribri]

by Ruth Angulo, PDF Catalog: Picture Books, page 27

<b>Original PDF Catalog Blurb – 33 words</b>	
	
<p><b>Sibö y los sapitos traviesos</b> Ruth Angulo ISBN 9789977239866 21 x 21 cm. 32 p. Te invitamos a conocer los relatos indígenas, la artesanía precolombina y el lenguaje ancestral de nuestros pueblos a través de este libro, un relato basado en la sabiduría nativa de la región centroamericana.</p>	
<b>Translation Retaining Original Content and Style – 30 words</b>	<b>Adapted Translation – 48 words</b>
<p>An introduction to Costa Rican indigenous people’s folktales, their pre-Columbian crafts and ancient language through this book based on the wisdom of the native people of the Central American region.</p>	<p>The mischievous toads were too hungry to keep doing the job Sibö entrusted them—with startling results! Based on an indigenous folktale, this truly beautiful, vibrantly-illustrated book in English, Spanish and Bribri celebrates the culture, language and wisdom of Costa Rica’s indigenous Bribri people.</p>

Original PDF Catalog Blurb – 34 words	
	<p><b>El día que don Melvin nos dejó</b>  <b>Álvaro Borrasé</b>            ISBN 9789977239705            21 x 21 cm. 40 p.            La familia Oruga Oruga nos recuerda que todos somos diferentes al enfrentar las pérdidas afectivas y es por medio de los buenos recuerdos y nuestros lazos con otros seres queridos que encontramos la paz.</p>
Translation Retaining Original Content and Style – 37 words	Adapted Translation
<p>The members of the Caterpillar Family remind us that we all have different ways of dealing with grief, but it is through good memories and the support of those we love that we can find peace.</p>	<p><b>[NOT NECESSARY]</b></p>

Original PDF Catalog Blurb – 61 words	
	<p><b>Canción de vida</b>  <b>Ani Brenes y Ruth Angulo</b>            ISBN 9789977239972            21 x 21 cm. 24 p.            La vida canta en todas partes. Y eso lo saben muy bien los insectos, el viento, las aves y hasta la lluvia, quien lleva a cuevas junto al sol, una gran responsabilidad en ese campo. Si supiéramos lo hermoso de esa canción, estaríamos más atentos a cada nota que nos la anuncia y no nos perderíamos detalle de todo el concierto.</p>
Translation Retaining Original Content and Style – 64 words	Adapted Translation – 66 words
<p>Life sings all around us. The insects know it. The wind and the birds know it. Even the rain and the sun, so important to life, know it. If only we too recognize the beauty of this song, we can take more care of each one of its notes and ensure we don't miss a single detail of the whole glorious concert of life.</p>	<p>A stunning picture book that invites us to join the love song of life: Life sings all around us! The insects know it. The wind and the birds know it. Even the rain and the sun, so important to life, know it. If we, too, recognize the beauty of this song, we can take care not to miss a single detail of life's whole glorious concert.</p>

**Original PDF Catalog Blurb – 29 words**



**El misterio del calcetín perdido**

Césaly Cortés

ISBN 9789977239859

21 x 21 cm. 40 p.

¿Dónde está el calcetín perdido?

¿Alguien lo habrá escondido?

Mariana y Muche deben buscarlo

y grandes aventuras encontrarán.

Pero para el calcetín poder hallar,


al temible Coco deberán enfrentar.

**Translation Retaining Original Content and Style – 47 words**


Where is the lost sock? Did someone hide it?  
Mariana and Mitch go out to find it, and on the way, they have many adventures. But they soon discover that in order to find the lost sock, they will need to face up to the fearsome Coco!

**Adapted Translation**


**[NOT NECESSARY]**


Original PDF Catalog Blurb – 54 words	
	<p><b>Tirarse al agua</b>  <b>Priscila Coto</b>                      ISBN 9789977239729                      21 x 21 cm. 32 p.                      Este libro es pequeño tal vez, pero tiene la magia de la poesía, de los colores, de la belleza... Es un lugar donde se encuentran los sueños para jugar con vos; donde las palabras te sonríen y te invitan a zambullirte con ellas... o a volar... ¡Solo hay que tirarse al agua y navegar!</p>
Translation Retaining Original Content and Style – 46 words	Adapted Translation
<p>This book may be small, but it's filled with the magic of poetry, color and beauty . . . It's a place where dreams become your playground, where words smile and invite you to dive in among them . . . or fly . . . And all you need to do is jump in!</p>	<p><b>[NOT NECESSARY]</b></p>


Title 123 – *Garden of Verse 1* by Ani Brenes and Fernando Luján, Illustrated by Ruth Angulo, Jeannina Carranza and Ana Xochilt Guillén, PDF Catalog: Picture Books, page 29


Original PDF Catalog Blurb – 30 words	
	<p><b>Jardín de versos 1</b>  <b>Ani Brenes y Fernando Luján</b>  <b>Ilustrado por: Ruth Angulo, Jeannina Carranza y Ana Xochilt Guillén</b>            ISBN 9789968684378            21 x 21 cm. 24 p.  <i>Jardín de versos 1</i> es una antología de poesía infantil en la que se recopilan textos de Ani Brenes y Fernando Luján. Forma parte de la Colección Colibrí de álbumes ilustrados.</p>
Translation Retaining Original Content and Style – 30 words	Adapted Translation – 30 words
<p><i>Garden of Verse 1</i> is an anthology of children’s poetry gathering together the works by Ani Brenes and Fernando Luján. It makes up part of the Colibri picture book collection.</p>	<p>A stunning collection of children’s poetry gathering together works by renowned poets Ani Brenes and Fernando Luján. Sumptuous illustrations make this book a delight to be read over and again.</p>

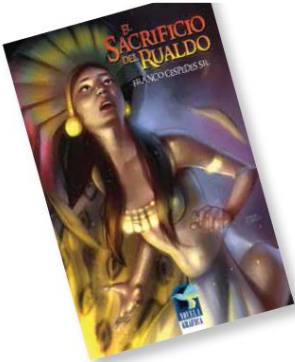
Title 124 – *Garden of Verse 2* by Clara Amelia Acuña and Minor Arias, illustrated by César Acuña, Raúl Angulo and Rolando Angulo, PDF Catalog: Picture Books, page 29

Original PDF Catalog Blurb – 31 words	
	<p><b>Jardín de versos 2</b>            Clara Amelia Acuña y Minor Arias            Ilustrado por: César Acuña, Raúl Angulo            y Rolando Angulo</p> <p>ISBN 9789968684385            21 x 21 cm. 24 p.</p> <p><i>Jardín de versos 2</i> es una antología de poesía infantil en la que se recopilan textos de Clara Amelia Acuña y Minor Arias. Forma parte de la Colección Colibrí de álbumes ilustrados.</p>
Translation Retaining Original Content and Style – 30 words	Adapted Translation – 37 words
<p><i>Garden of Verse 2</i> is an anthology of children’s poetry gathering together works by Clara Amelia Acuña and Minor Arias. It makes up part of the Colibrí picture book collection.</p>	<p>A second gorgeous <i>Garden of Verse</i> anthology of children’s poetry, this time with poems by Clara Amelia Acuña and Minor Arias. Once again, poems are perfectly complemented by lavish illustrations, making this book a delight to share.</p>

Original PDF Catalog Blurb – 75 words	
	<p><b>Mi caja de cartón</b>  <b>Josefa Richard</b>                      ISBN 978-9968-684-47-7                      21 x 21 cm. 30 p.                      Un niño recibe un regalo, ¿qué sorpresa habrá en la caja de cartón?                      Con este libro, su autora, Josefa Richard, nos recuerda que nunca debemos perder la capacidad de sorprendernos, de apreciar la belleza de las cosas pequeñas y de maravillarnos de lo cotidiano. <i>Mi caja de cartón</i> es una invitación para que niños y adultos pongan a volar su imaginación y junto a sus páginas construyan una gran aventura. ¡Su propia historia, su propia aventura!</p>
Translation Retaining Original Content and Style – 69 words	Adapted Translation
<p>A child receives a gift in a cardboard box. What could it be? Josefa Richard’s charming book reminds us that we should never lose our ability to be surprised, to appreciate the small things and to wonder over the everyday. <i>My Cardboard Box</i> is an invitation for both children and adults to let their imagination soar, and together with these pages, create their own adventure, their own story!</p>	<p style="text-align: center;"><b>[NOT NECESSARY]</b></p>

<b>Original PDF Catalog Blurb – 40 words</b>	
	<p><b>Suwoh. Los grandes espíritus de los Bribris</b>  <b>Alberth Solano</b>                      ISBN 9789968684347                      21 x 21 cm. 28 p.                      Suwoh es un conjunto de creencias de índole chamánica que profesan los indígenas Bribris de Costa Rica. La religión Bribri se basa en el culto a Sibö, creador y héroe cultural; en el poder de los awápa o chamanes; y en la estructuración del pueblo de distintos clanes.</p>
<b>Translation Retaining Original Content and Style – 49 words</b>	<b>Adapted Translation – 57 words</b>
<p><i>Suwoh</i> is a collection of charmanic beliefs held by the Bribri indigenous people of Costa Rica. The Bribri religion is based on the cult of Sibö, creator and cultural hero, on the power of the <i>awápa</i> or the chamans, and on the structuring of the community into different clans.</p>	<p>A magical insight into the spiritual beliefs of the Bribri indigenous people of Costa Rica. Their religion is based on the cult of Sibö, creator and cultural hero, on the power of the <i>awápa</i>, or the chamans, and on the structuring of the community into different clans. A book which is at once fascinating, beautiful and educational.</p>


Original PDF Catalog Blurb – 35 words	
	<p><b>El hallazgo</b>                      Franco Céspedes SR.                      y Franco Céspedes Brenes                      ISBN 9789968684576                      26 x 17 cm. 36 p.                      Durante la colonia, una cruz de Caravaca marcaba la división entre colonos y pardos, pero el hallazgo de la imagen de Nuestra Señora de los Ángeles influyó, como elemento religioso, para unir a estos grupos.</p>
Translation Retaining Original Content and Style – 36 words	Adapted Translation – 47 words
<p>In colonial Costa Rica, an ornate cross marked the division between the colonies and the native people, but the discovery of a representation of the Virgin Mary was the key to uniting these groups.</p>	<p>In colonial Costa Rica, an ornate cross marked the division between the colonies and the native people. Then a young indigenous girl finds a stone statue of the Virgin Mary, and enormous changes occur. A stunningly-realized graphic depiction of a Costa Rican legend with a wealth of historical detail.</p>


Original PDF Catalog Blurb – 25 words	
	<p><b>El sacrificio del rualdo</b>  <b>Franco Céspedes SR.</b>                      ISBN 9789968684859                      26 x 17 cm. 28 p.                      El gran dios volcán ha despertado y solo ofreciéndole un sacrificio, podrán salvar su aldea.                      Hermosa leyenda que nace en las faldas del volcán Poás.</p>
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 49 words
<p>The great God of the Volcano has woken, and only the offering of a sacrifice can save the village.</p> <p>A beautiful legend born in the foothills of the Poás Volcano in Costa Rica.</p>	<p>The great God of the Volcano has woken, and only the offering of a sacrifice will appease it. Teka, the most beautiful young woman in the village offers herself – but is there any hope? A sumptuous graphic novel which brings the beautiful legend of Costa Rica’s Poás Volcano to life.</p>


Title 129 – *A Little Bird Told Me* by Floria Jiménez and Patricia Araya, PDF Catalog: Audio Books, page 32

Original PDF Catalog Blurb – 33 words	
	<p><b>Me lo contó un pajarito</b>  <b>Floria Jiménez y Patricia Araya</b>  ISBN 9789977239545  Duración: 23 minutos, 12 canciones  CD Y EDICIÓN ELECTRÓNICA DISPONIBLE (MP3)  El libro <i>Me lo contó un pajarito</i> de la conocida escritora del género infantil Floria Jiménez, ahora en hermosas poesías musicalizadas, bellamente interpretadas en la voz de la cantante y compositora Patricia Araya.</p>
Translation Retaining Original Content and Style – 35 words	Adapted Translation
<p>The book of exquisite poems <i>A Little Bird Told Me</i> by the well-known Costa Rican children’s writer Floria Jiménez is now available set to music and beautifully interpreted by the singer and songwriter Patricia Araya.</p>	<p style="text-align: center;"><b>[NOT NECESSARY]</b></p>

Title 130 – *Five Stories to Dream By* by Ani Brenes, Clara Amelia Acuña, Minor Arias, Mabel Morvillo and Carlos Rubio, PDF Catalog: Audio Books, page 32


Original PDF Catalog Blurb – 52 words	
	<p><b>Cinco cuentos para soñar</b>  <b>Ani Brenes, Clara Amelia Acuña, Minor Arias, Mabel Morvillo, Carlos Rubio.</b></p> <p>ISBN 9789977239811            Duración: 50 minutos            CD Y EDICIÓN ELECTRÓNICA DISPONIBLE (MP3)</p> <p><i>Cinco cuentos para soñar</i> es una compilación de cuentos bellamente narrados, con efectos sonoros que transportan al oyente por el encantador mundo de las fábulas de la infancia y lo compenetran con la trama. Estos cuentos fueron seleccionados de entre los libros de algunos de los más representativos escritores costarricenses del género infantil.</p>
Translation Retaining Original Content and Style – 39	Adapted Translation
<p><i>Five Stories to Dream By</i> is a compilation of enchanting stories written by a selection of Costa Rica’s most renowned children’s book writers, beautifully narrated with sound effects to transport the listener to the world of spellbinding childhood fables.</p>	<p><b>[NOT NECESSARY]</b></p>

Original PDF Catalog Blurb – 55 words	
	<p><b>Antología poética</b>  <b>Jorge Debravo</b>                      Duración: 24:50 minutos, 13 poemas                      EDICIÓN ELECTRÓNICA DISPONIBLE (MP3)                      Incluye los poemas: “Salmo a la tierra animal de tu vientre”, “Digo”, “El canto”, “Hombre”, “Un himno para el ojo”, “Quebrarse el hombre”, “Salmo de las maderas”, “Nosotros los hombres”, “Elogio de la palabra”, “Los muertos no se aman”, “Nocturno sin patria”, “Búsqueda”, “Carta circular de angustia y esperanza”.</p>
Translation Retaining Original Content and Style – 54 words	Adapted Translation – 63 words
<p>Includes the poems, “Psalm to the Animal Territory of Your Womb”, “I Say”, “The Song”, “Man”, “A Hymn for an Eye”, “Break the Man”, “Psalm to Wood”, “We, the Men”, “In Praise of of the Word”, “The Dead Don’t Love Each Other”, “Stateless Night”, “Search” and “A Circular Letter of Angst and Hope”.</p>	<p>A stirring recording of some of Jorge Debravo’s most acclaimed poems including “Psalm to the Animal Territory of Your Womb”, “I Say”, “The Song”, “Man”, “A Hymn for an Eye”, “Break the Man”, “Psalm to Wood”, “We, the Men”, “In Praise of of the Word”, “The Dead Don’t Love Each Other”, “Stateless Night”, “Search” and “A Circular Letter of Angst and Hope”.</p>


Original PDF Catalog Description – 22 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Mi madrina</b> Carlos Luis Fallas</p> <p>Duración: 247 minutos, 10 capítulos EDICIÓN ELECTRÓNICA DISPONIBLE (MP3)</p> <p><i>Mi madrina</i> destaca un estilo llano y sabroso en el que el habla popular adquiere admirables relieves de autenticidad, gracia y picardía.</p> </div> </div>	
Translation Retaining Original Content and Style – 19 words	Adapted Translation – 49 words
<p><i>My Godmother</i> features the rich flavor of popular Costa Rican speech, which gives the recording authenticity, grace, and mischief.</p>	<p>The story of a boy and his charming relationship with his godmother, a poor aunt who seems strict but, deep down, has a heart of gold. Charmingly narrated, capturing the rich flavor of popular Costa Rican speech, the recording is infused with authenticity, grace, and a touch of mischief.</p>

Title 133 – *Carlos Salazar Herrera: An Anthology of Short Stories* by Carlos Salazar Herrera,

PDF Catalog: Audio Books, page 33

<b>Original PDF Catalog Description – 22 words</b>	
	
<p><b>Antología de cuentos</b> <b>Carlos Salazar Herrera</b> Duración: 138 minutos, 7 cuentos EDICIÓN ELECTRÓNICA DISPONIBLE (MP3) Incluye los cuentos: “La hoguera”, “El manglero”, “El hombre solo”, “El ineludible poder de la sugestión”, “El solitario”, “El raudal”, “El carbonero”.</p>	
<b>Translation Retaining Original Content and Style – 25 words</b>	<b>Enhanced Translation – 36 words</b>
<p>Includes the stories “The Bonfire,” “The Mangrove Man,” “The Lone Man,” “The Inescapable Power of Suggestion,” “The Solitary One,” “The Torrent”, and “The Charcoal Maker”.</p>	<p>Beautifully-read, evocative short stories by one of Costa Rica’s most iconic writers. Included are “The Bonfire,” “The Mangrove Man,” “The Lone Man,” “The Inescapable Power of Suggestion,” “The Solitary One,” “The Torrent”, and “The Charcoal Maker”.</p>

Title 134 – *Hand in Hand with Words I* by Nora R. de Chacón and Nidia García, PDF Catalog:  
Educational Textbooks, page 34


<b>Original PDF Catalog Blurb – 125 words</b>	
	<p><b>De la mano con la palabra 1</b>  <b>Nora R. de Chacón y Nidia García</b>            ISBN 9789977239293            21 x 28 cm. 166 p.            (libro de texto)</p> <p>ISBN 9789977239309            28 x 21 cm. 164 p.            (guía para el maestro)</p> <p><b>Además se ofrece juego de carteles preparatorios</b></p>
<p><i>De la mano con la palabra</i> podremos viajar al encuentro –placentero y significativo– de nuestro idioma. Para asegurar el éxito de este viaje, las autoras han utilizado el Método Ecléctico, con su enfoque dinámico y flexible, sustentado y probado pedagógicamente.</p> <p>Así, las y los docentes reciben una propuesta para la enseñanza y el aprendizaje inicial de la lectura y la escritura, acompañada de carteles de lecturas contextualizados, cuentos, poemas, juegos y actividades, para el trabajo en el aula. Y niños y niñas disfrutarán, al igual que sus familias, involucrados todos en esta aventura de aprender.</p> <p>La jornada que los escolares emprenden con estas páginas los llevará a transformarse en lectores independientes, escritores autónomos, hablantes eficaces, escuchas atentos y críticos, es decir, a crecer entre palabras.</p>	
<b>Translation Retaining Original Content and Style – 124</b>	<b>Adapted Translation</b>
<p><i>Hand in Hand with Words</i> takes us on a fun and meaningful journey of discovery of the Spanish language. To ensure the success of</p>	<p><b>[NOT NECESSARY]</b></p>

this journey, the authors draw on the eclectic method following a pedagogically-proven approach that is both dynamic and flexible.

Teachers will encounter a complete system for the teaching and learning of reading and writing in Spanish, accompanied by posters placing readings in context, and a wealth of stories, poems, games and activities for working with in class. Children and families will enjoy being involved in this learning adventure.

Through these resources, primary education students will be transformed into independent readers, self-starting writers, capable speakers, and attentive, critical listeners; that is to say, they will learn *hand in hand* with words.


Title 135 – *Hand in Hand with Words 2* by Nora R. de Chacón and Nidia García, PDF Catalog:  
Educational Textbooks, page 35


<b>Original PDF Catalog Blurb – 132 words</b>	
	<p><b>De la mano con la palabra 2</b>  <b>Nora R. de Chacón y Nidia García</b>            ISBN 9789977239507            28 x 21 cm. 195 p.            (libro de texto)</p> <p>ISBN 9789977239514            28 x 21 cm. 138 p.            (guía para el maestro)</p>
<p><i>De la mano con la palabra 1 y 2</i> nacen con el objetivo de que junto con el canto y la música del lenguaje, los educandos se inicien gratamente en el aprendizaje formal de su lengua, entendiéndose como el medio comunicativo indispensable para la vida de todo ser humano.</p> <p>Las autoras son conscientes de que los textos dedicados al aprendizaje escolar deben sustentarse en metodologías precisas y enmarcadas por estrategias comprobadas, cuya flexibilidad permita acciones creativas; ajustarse a la psicología genética, desde la cual el sujeto construye su conocimiento; renovarse al tenor de nuevos referentes, nuevos tiempos, nuevas ideas y circunstancias.</p> <p>Dentro de esa perspectiva los libros <i>De la mano con la palabra 1 y 2</i> se han planteado según el Método Ecléctico, con un enfoque balanceado y de autoría netamente nacional.</p>	
<b>Translation Retaining Original Content and Style – 116 words</b>	<b>Adapted Translation</b>
<p>With the understanding that language is the fundamental means of communication essential to all human beings, <i>Hand in Hand with Words 1 &amp; 2</i> grew out of the desire for students to begin the formal process of</p>	<p><b>[NOT NECESSARY]</b></p>

learning Spanish in a way that's fun and includes song in celebration of the language's musical characteristics.

*Hand in Hand with Words 1 & 2* are based on the eclectic method and a balanced approach, demonstrating the author's awareness that school texts should follow defined methodologies and make use of proven strategies without sacrificing the flexibility that allows for creativeness, adjustments for different psychological needs and ongoing renovation from the use of new references, new ideas, and changing circumstances.


Title 136 – *Food Handling in the Traditional Costa Rican Kitchen* by Herminia Casanueva López, PDF Catalog: Other Nonfiction, page 36


Original PDF Catalog Blurb – 43 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p><b>La cocina tradicional costarricense.</b>  <b>El manejo de los alimentos</b>  <b>Herminia Casanueva López</b></p> <p>28 x 22 cm. 218 p.  ISBN 9789977238760</p> <p>Esta obra rescata las prácticas tradicionales de la cocina costarricense y con ello la herencia cultural gastronómica del país. Este es un texto de recomendaciones para la conservación de alimentos y consejos útiles para aprender y disfrutar con la familia en la cocina.</p> </div> </div>	
Translation Retaining Original Content and Style – 31 words	Adapted Translation – 46 words
<p>This work recovers traditional Costa Rican kitchen practices, and with these, the country’s rich gastronomic heritage, featuring recommendations for food conservation and useful cooking advice to help you enjoy family cooking.</p>	<p>Filled with the aromas of every Costa Rican childhood—foods flavored with affection, cooked over the rural woodstove—this book recovers traditional Costa Rican kitchen practices and with these, the country’s rich gastronomic heritage. It features recommendations for food conservation and useful advice for family cooking.</p>

Original PDF Catalog Blurb – 42 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Lisímaco Chavarría. Antología</b>  <b>Francisco Rodríguez</b></p> <p>ISBN 9789968684842                      21 x 14 cm. 304 p.</p> <p>Esta antología da cuenta del desarrollo de la obra de Lisímaco Chavarría, desde sus publicaciones iniciales, hasta sus textos finales, escritos de una madurez temprana, todos de una calidad descolante. También están presentes los distintos géneros que cultivó: poesía, narrativa y ensayo.</p> </div> </div>	
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 48 words
<p>This anthology reveals the development of Lisímaco Chavarría’s writings in the various genres of poetry, fiction, and essays, from his first publications to his last, written with precocious maturity, all of outstanding quality.</p>	<p>Lisímaco Chavarría (1878 - 1913) was one of Costa Rica’s most important writers and his legacy marked the development of Costa Rican literature. Featuring poetry, fiction and articles, this fascinating comprehensive anthology traces the development of Chavarría’s outstanding body of work from the first publications to the last.</p>


Title 138 – *Dictionary of Central American Literature* edited by Albino Chacón, PDF Catalog:



Other Nonfiction, page 36

Original PDF Catalog Blurb – 37 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Diccionario de la literatura centroamericana</b> Albino Chacón (coordinador)</p> <p>ISBN 9789977238579 24 x 16 cm. 525 p.</p> <p>Esta coedición de la ECR y la EUNA es un hito en la historiografía literaria centroamericana, tanto por su visión de conjunto como por la cantidad, calidad y exactitud de la información acerca de la producción literaria.</p> </div> </div>	
Translation Retaining Original Content and Style – 42 words	Adapted Translation – 42 words
<p>Two publishers, <i>Editorial Costa Rica</i> and <i>Editorial Universidad Nacional</i> have collaborated to present this milestone in Central American literary historiography, exceptional both in terms of the vision of the work and in the quality, quantity and precision of the information it contains.</p>	<p>A comprehensive, authoritative compendium paying homage to the writers of Central American literature whilst undertaking a systemized survey of their major accomplishments. Compiled by experts over four years, this is an essential reference for those seeking in-depth knowledge of the region’s literature.</p>

Original PDF Catalog Blurb – 39 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Arte costarricense: un siglo</b>  <b>José Miguel Rojas</b>                      ISBN 9789977237954                      28 x 22 cm. 308 p.                      (Edición de lujo)                      ISBN 9789977237985                      28 x 22 cm. 312 p.                      (Edición rústica)</p> <p>José Miguel Rojas realiza un recuento histórico del arte costarricense durante el siglo pasado, de acuerdo con las generaciones, tendencias y movimientos de cada época. Es una obra pionera por la conjunción de su texto, diseño y muestra gráfica.</p> </div> </div>	
Translation Retaining Original Content and Style – 38 words	Adapted Translation – 38 words
<p>José Miguel Rojas undertakes a historical review of Costa Rican art of the last century, focusing on the generations, trends and movements in each different period. A pioneering work in the combination of text, design, and graphic samples.</p>	<p>A comprehensive review of Costa Rican art over the last century, detailing the trends and major artists of each different period, lavishly illustrated and made highly readable thanks to the inclusion of quotes, fascinating tidbits, and insider anecdotes.</p>

Title 140 – *Dictionary of Costa Rican Colloquialisms* by Carlos Gagini, PDF Catalog:  
Educational Textbooks, page 36

Original PDF Catalog Blurb – 33 words	
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p><b>Diccionario de costarriqueñismos</b> <b>Carlos Gagini</b></p> <p>ISBN 9789977238197 28 x 22 cm. 304 p.</p> <p>Esta constituye la primera obra lexicográfica costarricense por excelencia, en virtud de su coetaneidad con el desarrollo científico del momento y del espíritu perseverante por promover la identidad del costarricense vertida en palabras.</p> </div> </div>	
Translation Retaining Original Content and Style – 25 words	Adapted Translation
<p>This is the first great work of Costa Rican lexicology, combining cutting-edge research methods with the celebration of Costa Rican identity instilled into words.</p>	<p><b>[NOT NECESSARY]</b></p>



Original PDF Catalog Blurb – 62 words	
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Aves de Costa Rica</b> Alexander F. Skutch</p> <p>ISBN 9789968684811 21 x 21 cm. 300 p.</p> <p>PREMIO NACIONAL ENSAYO 1977</p> <p>El gran naturalista Alexander Skutch, quien se dedicó al estudio de las aves, escribió este libro en 1977 con el propósito de presentarle al público general una muestra de la rica avifauna del país. Quería compartir la belleza de los pájaros e invitar a la gente a disfrutarlos y a despertar interés en su protección. Sin duda, este libro cumple ese propósito.</p> </div>  </div>	
Translation Retaining Original Content and Style – 50 words	Adapted Translation – 56 words
<p>Written by famous naturalist and bird expert Alexander Skutch in 1977 to give the general public insight into Costa Rica’s rich bird life. His aim was to promote appreciation of the beauty of local birds and awaken an interest in their protection. There can be no doubt this beautiful book achieved its purpose.</p>	<p>An exquisite, award-winning book by famous naturalist and bird expert Alexander Skutch, illustrating and describing Costa Rica’s bird species. Featuring, color-coded entries for different families of birds, stunning color photographs and descriptions directly below each picture, the book serves as a practical and easy-to-use guide. A jewel of a book that delights as well as educates.</p>


Title 142 – *Pórtico 21 Literary Magazine* published by Editorial Costa Rica, PDF Catalog:

Literary Magazine, page 37

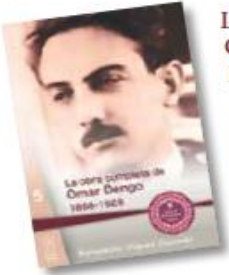
Original PDF Catalog	Translation of Original
<p><b>Revista Pórtico 21</b>  <b>Editorial Costa Rica</b>            ISSN 2215-2571            24 x 21,5 cm            N.º 1, año 2011            REFLEXIONES SOBRE LA LITERATURA            COSTARRICENSE CONTEMPORÁNEA            EDICIÓN ELECTRÓNICA DISPONIBLE (PDF)            PARA DESCARGA GRATUITA</p>	<p><i>Pórtico 21 Literary Magazine</i>            No. 1, 2011            “Reflections on Contemporary Costa Rican            Literature”</p>
<p>N.º 2, año 2012            REFLEXIONES SOBRE LA LITERATURA            INFANTIL Y JUVENIL            EDICIÓN ELECTRÓNICA DISPONIBLE (PDF)            PARA DESCARGA GRATUITA</p>	<p>No. 2, 2012            “Reflections on Children’s And Teens’ Literature”</p>
<p>N.º 3, año 2013            REFLEXIONES SOBRE EL LIBRO            Y LA LITERATURA EN LOS TIEMPOS DIGITALES            EDICIÓN ELECTRÓNICA DISPONIBLE (PDF)            PARA DESCARGA GRATUITA</p>	<p>No. 3, 2013            “Reflections on Books and Literature in the            Digital Era”</p>
<p>N.º 4, año 2014            REFLEXIONES SOBRE EL GÉNERO            CRÓNICA:            LITERATURA E HISTORIA            EDICIÓN ELECTRÓNICA DISPONIBLE            (PDF) PARA DESCARGA GRATUITA</p>	<p>No. 4, 2014            “Reflections on Historical Literature and            Nonfiction”</p>
<p><b>Original PDF Catalog Blurb – 55 words</b></p>	
<p><i>Pórtico 21</i> es la revista literaria y de propaganda de la Editorial Costa Rica. Su propósito es convertirse en un espacio de creación literaria y de divulgación para jóvenes escritores –y sus</p>	

<p>primeras publicaciones–; a su vez, pretende ser un medio de opinión y de intercambio de ideas sobre temas relacionados con la literatura.</p>	
<p><b>Translation Retaining Original Content and Style – 54 words</b></p>	<p><b>Adapted Translation – 43 words</b></p>
<p><i>Pórtico 21</i> is Editorial Costa Rica’s literary and promotional magazine. Its purpose is to serve as a space for literary creation and the promotion of young writers and their first publications; at the same time, it seeks to act as a forum for opinions and the exchange of ideas on themes related to literature.</p>	<p>Filled to the brim with intelligent, creative content, <i>Pórtico 21</i>, Editorial Costa Rica’s gorgeously illustrated literary magazine serves as a platform for young authors to showcase their talent and a forum for the exchange of ideas and opinions on everything related to literature.</p>



Original PDF Catalog Blurb – 46 words	
<div style="display: flex; align-items: center;">  <div style="flex: 1;"> <p><b>Juan Vázquez de Coronado</b> <b>Carlos Meléndez</b></p> <p>ISBN 9789968684750 17 x 12 cm. 202 p. Colección Popular . Vol. N.º 1 Género: Ensayo PREMIO NACIONAL HISTORIA, 1966</p> <p>En el campo de la historiografía costarricense y centroamericana, Carlos Meléndez Chaverri se consolidó como investigador riguroso y gran conocedor de nuestro pasado, también como autor prolífico de libros y artículos en los que se evidencia su vocación de difundir entre la gente común el conocimiento histórico.</p> </div>  </div>	
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 36 words
<p>Carlos Meléndez consolidated his place as a rigorous researcher, an expert on Costa Rican and Central American history, and a prolific writer of books and articles demonstrating his vocation to promote historical knowledge.</p>	<p>Written by eminent historian Carlos Meléndez, this is an intriguing and engaging historical account of Juan Vázquez de Coronado (1523–1565), the Spanish conquistador who played a key role in the colonization of Costa Rica.</p>

Original PDF Catalog Blurb – 70 words	
<div style="display: flex; align-items: flex-start;">  <div style="margin-left: 10px;"> <p><b>El año del laberinto</b>  <b>Tatiana Lobo</b>                      ISBN 9789968684736                      21 x 14 cm. 334 p.                      Género: Novela</p> <p><b>OBRA PREMIADA</b></p> <p><b>PREMIO ÁNCORA DEL PERIÓDICO LA NACIÓN, 2000</b>  <b>PREMIO NACIONAL NOVELA, 2000</b></p> <p>A su seriedad de investigadora, une Tatiana Lobo una capacidad de fabulación envidiable. Ahora nos entrega una nueva novela, <i>El año del laberinto</i>, que es un despliegue de sus facultades. Nuevamente se ocupa de un hecho real que sacudió a San José en 1894: un emigrado cubano, persona conocidísima y de recursos económicos, amigo y financiador de los revolucionarios, fue condenado a prisión por el asesinato de su esposa.</p> </div> </div>	
Translation Retaining Original Content and Style – 62 words	Adapted Translation – 69 words
<p>Tatiana Lobo combines admirable storytelling abilities with serious research skills to bring us her latest novel, <i>The Year of the Labyrinth</i>. She returns to a true incident which shocked San José, Costa Rica’s capital city back in 1894: a Cuban immigrant, a well-known, wealthy man about the town and friend and financier to revolutionaries, was condemned to prison for murdering his wife.</p>	<p>In 1894, in a luxurious residence in Costa Rica’s capital San José, the lady of the house is found brutally murdered. The investigation that follows is to shock a nation. In fictionalizing this true incident, Tatiana Lobo combines remarkable storytelling with serious historical research to deliver a gripping novel which drags us through a labyrinth of twists, turns, dead-ends and sliding walls until we finally discover the shocking truth.</p>

Title 145 – *The Complete Works of Omar Dengo, 1888-1928* edited by Benedicto Víquez Guzmán, PDF Catalog: New Releases, page 38

<b>Original PDF Catalog Blurb – 83 words</b>	
<div style="display: flex; align-items: flex-start;">  <div style="margin-left: 10px;"> <p><b>La obra completa de Omar Dengo, 1888-1928</b>  <b>Benedicto Víquez Guzmán</b>  ISBN 9789968684743  25 x 17 cm. 688 p.  Colección Nueva Biblioteca Patria.  Vol. N.º 5  Género: Ensayo</p> <p>El lector encontrará en este libro el pensamiento visionario de un educador excepcional: Omar Dengo deja un legado importantísimo para las generaciones del futuro y se convierte en un visionario de nuestros tiempos. Para Dengo, el maestro debe lograr que sus discípulos piensen, se interroguen y puedan formar opinión de forma autónoma y profunda. De este modo, se logrará una conciencia humana y crítica de la realidad, así como conocimiento de los verdaderos problemas sociales de la patria para resolverlos con tino y propiedad.</p> </div> </div>	
<b>Translation Retaining Original Content and Style – 76 words</b>	<b>Adapted Translation – 58 words</b>
<p>In this book the reader will find the visionary thoughts of Omar Dengo, an exceptional educator who left a vital legacy for future generations, being a true visionary for our times. For Dengo, the teacher should have students think, ask questions, and come to form authentic autonomous opinions. In this way, critical human consciousness can be successfully formed and knowledge of real social problems suffered on a national level</p>	<p>A comprehensive collection of the rich and diverse works of Omar Dengo (1888 - 1928), one of Costa Rica's foremost cultural figures, having been a prolific writer, a wide-ranging intellectual and a visionary educator who left an immensely valuable legacy for future generations, including the concept that students should be taught to think and form opinions for themselves.</p>

can be discovered, such that these can be properly addressed.	
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Original PDF Catalog Blurb – 60 words	
<div style="display: flex; align-items: flex-start;">  <div style="margin-left: 20px;"> <p><b>Cuando fuimos inocentes</b>  <b>Jonatan Lépiz</b>                      ISBN 9789968684866                      21 x 14 cm. 94 p.                      Género: Poesía                      PREMIO EUNICE ODIO, 2014</p> <p>Poemas de tono trasgresor, en tanto actúan contra la ley, la norma y nostálgicos por sus subyacentes y tiernas preguntas ¿para qué se escribe?, ¿para quién?, ¿desde dónde? Poesía cuidada, selecta, fina, liposoluble, por tanto peligrosa y no apta para epidermis delicada. Colección de dardos venenosos que nos recuerdan que “todas las aves mueren”, pero no todas trascienden su muerte.</p> </div>  </div>	
Translation Retaining Original Content and Style – 67 words	Adapted Translation – 67 words
<p>Poems with a transgressive edge, which take up against laws and norms and at the same time are underlain by the nostalgic vulnerability of the questions: Why write? For whom? From where? Poetry which is controlled, select, fine, astringent, and therefore dangerous, not apt for sensitive skin. A collection of venomous darts, reminding us “all birds die”, but they do not all transcend death.</p>	<p>Poetry which is controlled, select, astringent, and therefore dangerous, not apt for sensitive skin. Poetry which reads like a collection of venomous darts, reminding us “all birds die”, but they do not all transcend death. This is poetry with an edge, on the one hand taking up against laws and norms, and on the other, underlain by nostalgic and forlorn questioning: Why write? For whom? From where?</p>

## **Translation Research Report**

## Introduction

This graduation project consists of a translation and a related translation research report based on the book blurbs extracted from the 2015 *Catálogo general de obras*<sup>3</sup> of the publishing company Editorial Costa Rica. The source text for the translation is derived from a larger Spanish to English translation project carried out for the Costa Rican publishing company Editorial Costa Rica. Its official mission is to promote the publication, distribution and marketing of Costa Rican literature and culture, a mission which it is trying to fulfill on an international as well as a national level. However, as a state-owned company which takes into account cultural rather than commercial criteria in terms of its publishing decisions, it has a limited budget for promotional activities and previously had no promotional or informative material available in any language other than Spanish. On attending international promotional events in countries in Europe, the company found this to be a serious setback. Translation of the company catalog and other informative material was therefore sought in the hope of achieving greater interest in the company's publications list, so ultimately increasing opportunities to have more Costa Rican literary works known, translated, published and read on a global scale.

These texts were of two kinds: a 2245-word informative text made up of official institutional material setting out the official description of the company, its institutional mission and vision, literary awards, and collections; and promotional material in the form of the company's 2015 PDF catalog, a 39-page document featuring 194 titles, with descriptions provided for 146 of these books. Each book description is made up of two main components: firstly, the technical specifications of each book including title, author, number of pages, and any awards won, among other details; and secondly, a blurb, defined as "a short description of a book, film or other product written for promotional purposes" ("blurb"). This latter is meant to

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<sup>3</sup> Editorial Costa Rica. *Catálogo general de obras*. San José: Editorial Costa Rica, 2015. PDF file.

perform what Nord calls an appellative function (“A Prospective Approach” 138); that is, it is intended to “sell” the book by attracting the readers’ interest so forcefully they will be motivated to actually go out and secure themselves a copy and read it. In the case of the target text, which is to be used to promote Costa Rican literary works abroad, at international book fairs, and other like activities, the intention is to pique the target reader’s interest so powerfully that they look into buying the book’s translation rights.

While the project as a whole posed many challenges—not least, the translation of book titles—it was the translation of the book blurbs themselves that caused the greatest translation challenge and this is therefore the subject of this study. For the initial translation project, the entire 2015 PDF catalog had been translated along with the informative institutional material mentioned previously; however, due to limitations of time and space for this graduation project, only the 146 blurbs featured in the catalog will be examined. These average 45 words each.

The task of translating the PDF blurbs in such a way that they achieve the intended function of appealing to the new audience is the theme of this report. The intended audience of the source text is the general Costa Rican reading public, and it therefore presupposes the audience will have a certain level of education and a good command of Costa Rican cultural, literary, geographic and historical knowledge. In contrast, the target audience is the very broad, worldwide group of English readers. These may come from a variety of cultures, educational backgrounds, and even first languages. It is highly possible many members of this audience may have extremely limited or negligent knowledge of Costa Rica, its geography, literature, history, politics and culture. This is the new audience which must be convinced to *buy the book* being described, or in this case, have their interest sparked powerfully enough to want to see the titles translated. As we shall see in this research project, the task of translating the source text blurbs in a way that achieves this function can require skills which go far beyond the mere transfer of semantic meaning from one language to another.

If the target text is to achieve the desired function, both *what* is said (here called the blurb's rhetorical structure) and *how* this is expressed (here called linguistic realizations) must be taken into consideration. As an established, culturally-inscribed text type, or *genre*, blurbs typically have a very strong set of characteristics in terms of content and style for each target situation. These characteristics are not randomly ascribed, but carefully determined as being the type of address and information demonstrated to be effective in fulfilling the text function—*selling the book*—to the specific target audience. Thus the blurb must be translated in a way that is consistent with what is expected of this particular genre for this particular target audience if it is to be successful. As we shall see from studies making contrastive analyses of blurbs in different languages, blurb genre conventions differ from one language and one culture to another, for different types of target audiences and subcultures, and in describing different sets of literary genres. It thus becomes essential to firstly identify the particular characteristics that will make this target text successful in the target situation, and secondly, to incorporate these characteristics in the target text, even should this mean disregarding or altering significant aspects of the source text, including changes of content and style which may be so far-reaching as to entail the writing of new copy.

The central question guiding this work is thus:

What major adaptations in terms of rhetorical structure and linguistic realizations are required to translate book blurbs into functional blurbs in English?

Despite the understanding in translation studies that, generally speaking, what is to be translated is meaning rather than words, the expectation of translation for a layperson continues to be a rather literal linguistic transfer of words from one language to the other. In this formulation, the source text takes on a primary role, and, depending on the text type and the requirements of the target text, it can require considerable effort on behalf of the translator to

educate laypeople out of expectations that the target text should hold up a mirror to the contents and style found in the source text. This is even more the case when the departure from the source text is more radical, involving significant omission, adaptation, and the writing of new copy. Even for a translator experienced in applying such strategies and techniques as part of a functionalist approach to meeting the translation brief, enacting the license to write new copy can provoke a certain anxiety that a threshold may be crossed and perhaps one may stray out of translation and into the practice dubbed by the localization industry as *transcreation*. In this work, we wish to embrace the argument put forward by Bernal Merino that the notion of transcreation should be rejected as no different from what is rightly done under the label of translation, albeit as “a translation that completely tilts the balance towards the target audience” (34). This work is that an attempt to demonstrate that enacting these sometimes radical departures from the source text are a legitimate and sometimes necessary part of the translator’s work.

Review of the source material for this translation project rapidly shows anyone familiar with the genre of book blurbs in the English language that simply coming up with a target language linguistic equivalent for many of these texts would inevitably fail to deliver a functional translation, which is to say, one that sells the books described to the target audience. It should be emphasized that in this work, focus on the conventions of the source text genre shall not be made, nor shall the source text be evaluated in any way beyond identifying where this fails to meet the requirements of a successful target text. That is to say, the focus will be on an adequate formulation of each blurb according to the target text genre without worrying much about what makes the source text adequate or inadequate to performing its function for its original source audience. This is intimately related to one of the essential points this study seeks to emphasize: as functionalist theories of translation suggest, the source text itself loses relevance when the translator’s focus is on ensuring a functional target text. If the source text

fails to include what can be considered “obligatory” features in the target text genre, it becomes beholden to the translator to actually create these in order to ensure the acceptability and functionality of the target text.

The general objective of this work is thus to demonstrate that major adaptations in terms of rhetorical structure and linguistic realizations, including the writing of copy, can be required for the functional translation of book blurbs into English. This is to be achieved by means of two specific objectives: firstly, to create a profile identifying the desirable minimum rhetorical structure and related linguistic realizations to be employed in book blurbs in the target socio-cultural situation; and secondly, to use this ideal profile to analyze the appropriateness and effectiveness of attempted target texts, comparing translations maintaining a high degree of fidelity to the source text with alternate translations created to meet the profile.

This project draws on Christiane Nord’s take on Skopos theory and her functionalist approach to translation (see, for example, *Text Analysis in Translation*; “Training Functional Translators”; and *Translating as a Purposeful Activity: Functionalist Approaches Explained*), in which translation is a purposeful professional activity where the translator makes decisions according to the communicative function of the target text. This is guided by the translation brief, the set of translation instructions established by the commissioner of the translation, and therefore must also take into account socio-cultural factors related to the target audience. Questions of fidelity or equivalence to the target text here are subordinated to the function the translation is supposed to serve. This theory is supplemented by genre analysis as put forward by John Swales and further developed by Vijay Bhatia, which recognizes that texts are culturally-inscribed ways of communicating to get specific things done in specific cultural and social contexts. Genres have a marked framework that enables communication, but at the same time limits and shapes what makes effective communication. This implies that the crafting of a functional target text requires careful examination of the relevant conventions of this genre

in the particular target situation, otherwise the text will not be deemed adequate or effective (Önder 173).

While there does not appear to be previous investigation done specifically on the translation of book blurbs within the field of translation studies, there are still many related studies which provide valuable insight into this project. In terms of translation studies itself, this includes of course Nord's rendering of Skopos theory and her ideas of functional translation (see for example *Functionalist Approaches Explained*; "Training Functional Translators") as already discussed.

Research into the translation of promotional and advertising discourse in general is also highly useful in providing fundamental insight into our understanding of what our target text should be. There are many interesting related studies on the translation of functional promotional texts which contemplate the need to go beyond simple linguistic transfer of source text contents. De Mooij argues that a great deal must be done to cater to the way persuasive devices are differently inscribed in different cultures if one hopes to translate advertising materials effectively. Peñazola and Gilly have carried out research demonstrating that adapting to consumers from other cultures is an essential task for marketers if they wish to carry out their work successfully. Dávila Montes conducts a good survey of theoretical approaches taken to the translation of promotional material, arguing it is necessary to include an examination of how translation can take into account the links between language, persuasion and cognition. Fuentes Luque and Kelly study the marketing of Spanish products for English-speaking audiences, making recommendations as to how the translator can best serve as a cultural mediator to ensure maximum effectiveness in achieving the required function. Jurgita Vaičenonienė elaborated a similar study examining the language used in English and Lithuanian advertising texts to come up with a taxonomy of characteristic language devices, syntactic features and language-use appropriate to the genre of advertising texts in each

language. Mohamed Sulaiman has also done some interesting comparable studies on the translation of promotional tourism texts, demonstrating how greatly a target text can and indeed should differ from the source text if translated to successfully fulfill the appellative function for the target audience. He argues this must be done in a fashion “consistent with the cultural needs, preferences and expectations of the audience” (171), which can entail considerable recasting of the information contained in the source text.

Discussions of localization and “transcreation”—the very broad license arguably given the translator (or the localizer) to come up with their own content in order to create the same effect as the original on the target audience—are particularly interesting to the translator needing to ensure an effective appellative target text. Fernandez Costales provides an excellent example drawing on Skopos theory and functionalist notions of translation to examine the localization of institutional webpages. He argues that localization has been an eminently practical, industry-led process which can benefit by drawing on translation theory, particularly Skopos theory. Lako explores similar notions in his study on the localization of websites, posing the question as to whether copywriting or translation is a more apt practice, noting that copywriting and Nord’s *instrumental translation* “are rather similar in purpose” (281), although he goes on to differentiate these by saying, “[w]hile copywriting is based on research on several texts in the target language, instrumental translation will be based on a source text in a different language” (282). Lako can be seen to equate copywriting with transcreation, the generation of new content that he calls “content (re)creation” (281), opposing this concept to “translation” as supposedly being tied to the source text. The insistence that instrumental translation is necessarily based on a source text is rejected in this work, where we have seen the source text loses importance against the successful performance of the text function. On similar lines, we already discussed how Bernal Merino, in his study on the localization of video games, rejected the notion of transcreation as something separate to common translational practice, asserting

that in fact this term adds nothing as a concept to translation studies. Drawing the two strands together again in their study on bilingual Spanish-Basque advertising campaigns, Estitxu Garai-Artetxe and Amaia Nerekan-Umaran discuss the translation of promotional discourse while refusing to accept the notion of a “dichotomy between translation and adaption”, maintaining that in the translation of advertising texts these are synonymous concepts, and further asserting that the translation of promotional materials legitimately involves writing copy (179). This is the same approach adopted in this project, in which the primacy of the need to meet the translation brief that we see in Skopos theory can imply writing copy simply as part of the process of providing a functional translation.

Linguistic studies of the features of promotional discourse in English also provided helpful input to this project, with studies by Stephan Gramley and Kurt-Michael Patzold, Henk Pander Maat, Jurgita Vaičėnėnienė, and Mihaela Vasiloaia identifying linguistic features appropriate to English promotional texts. These were all of use in the creation of an inventory of linguistic realizations used in promotional discourse such as book blurbs.

Genre analysis also provides many helpful related studies. Fortunately for our purposes, there has been a blossoming of interest in research into book blurbs from a genre perspective. These began with Sujata Kathpalia’s cross-cultural analysis contrasting the book blurbs of “international” publishers with those of publishers based in Singapore. Neslihan Önder made a similar and very helpful cross-cultural analysis of Amazon UK book blurbs with those of an online Turkish bookseller, coming up with a rhetorical structure detailing the typical contents of blurbs in either context, and demonstrating the differences between the two. Bhatia made a contrastive examination between a blurb for a fiction book and another for an academic work (*Worlds of Written Discourse*), while Maria-Luisa Gea-Valor made a number of similar studies, in 2005 analyzing 60 blurbs drawn from the websites of four major publishers, and in 2011 applying a similar model to examine back-cover blurbs for ELT (English Language

Teaching) Dictionaries. She undertook a further contrastive study of this type with Marta Inigo-Ros examining the evolution of blurbs for classic books published by Penguin over a period of 50 years. In a similar vein, Asghar, Mahmood and Ashgar drew on Gea-Valor's 2005 model to analyze the generic structure of blurbs for Pakistani electronic socio-romantic novels, while Chahkandi and Zeinali examined back-cover blurbs of ELT books to analyze their generic pattern. These studies prove invaluable when we come to consider the rhetorical structure most appropriate to maximizing our own target text's appellative effectiveness in the particular target situation.

The translation strategy followed in this project is directly derived from Nord's Skopos theory. The use of Nord's instrumental translation ("A Prospective Approach" 142) is determined to be appropriate, given that the appellative function of the text is of foremost importance and the target text is meant to be a communicative instrument in its own right. This decision was directly derived from the translation brief, given that the commissioner expressly indicated that the functionality of the text was to be the primary objective of the translation and therefore neither the style nor the content of the source text necessarily need be maintained in the target text if it was felt these detracted from the target text's successful performance of the appellative function. Focus was therefore made on identifying what makes this sort of target text functional in the specific target situation. This involved close analysis of the characteristics desirable to the target book blurb genre. Criteria derived from this analysis were used both to evaluate attempted target texts based on the contents of the source text and to create new translations which specifically fit the resulting profile.

In Chapter 1, the theoretical framework of this study is set out. This further discusses the functionalist approach to translation and outlines the implications of the text type being dealt with. Genre is then taken into consideration, leading to the creation of an inventory of typical linguistic realizations and a proposed model of the generic rhetorical structure of book blurbs.

Following this, Chapter 2 sets out the methodology followed in the translation process and the analysis. The translation project source text is described, and the corpus under study for this project is delimited. The requirements of the target text are outlined and the translation process is then described, followed by an explanation of the way text has been categorized for analysis. The samples and the techniques to be employed for the analysis are outlined, and explanation is made of the model to be used for this purpose. In Chapter 3, the profile for book blurbs in the target socio-cultural situation is created. This establishes the desirable minimum rhetorical structure and an inventory of desirable linguistic realizations to be used in the target text. Chapter 4 sees the application of this profile to analyze the appropriateness and effectiveness of attempted target texts, comparing translations maintaining a high degree of fidelity to the source text with alternate translations created to meet the profile. The conclusion discusses the results of the analysis and how successfully the objectives of the work were met. Reflection is made on the appropriateness of the theory and the methodology employed, the limitations of the study are considered and recommendations for areas for further exploration are made.

## **Chapter 1: Theoretical Framework**

In this chapter, the theoretical framework on which this analysis is to be based will be set forth. From the basis of a functionalist approach to translation, the text type being dealt with will be considered along with the reasons why it can be necessary to adapt this kind of text rather drastically, even to the point of actually writing copy, to ensure the translation meets its particular function. The implications of genre in formulating an ideal target text will then be considered through studies of appellative texts in general and genre analysis of book blurbs in particular, leading to the creation of an inventory of typical linguistic realizations and a proposed model for the generic rhetorical structure of book blurbs. These will prove invaluable in the task of translating the target text such that it meets the desired function, as well as in assisting the later analysis of translations made. Finally, the differences which may characterize any given corpus of blurbs are also discussed, emphasizing that having a rhetorical structure available for crafting a set of blurbs does not imply mechanically following a formula but rather will require expert creative skills on behalf of the translator in order that the target text be successful.

### **1.1 Functionalism**

This study follows a functionalist approach that privileges communicative and socio-cultural aspects in making translation choices. This is based on Nord's development of Skopos theory (see for example *Functionalist Approaches Explained*; "Training Functional Translators"). The main concept here is that translation is a purposeful professional activity in which the translator makes decisions according to the communicative function of the target text. This is guided by the "translation brief", the set of translation instructions established by the commissioner of the translation, and so taking into account socio-cultural factors related to the target audience (Nord, *Functionalist Approaches Explained* 30; "A Prospective Approach"

142). Questions of fidelity or equivalence to the target text, traditionally a major preoccupation of translation theory, become irrelevant except where these factors are specifically required as part of the translation brief (Nord, "A Prospective Approach" 131).

Along these lines, Nord makes a distinction between *documentary* and *instrumental* translation, in which a documentary translation is meant to give the receiver "information about the way a particular source text works or worked for its source-culture audience", and an instrumental translation "is intended to serve as a communicative 'instrument' in its own right, fulfilling the same or a similar function for a particular target-culture readership or a general target-language audience" ("A Prospective Approach" 142). Thus in Nord's conceptualization of instrumental translation, the author's intentions and even entire features of the source text can legitimately be disregarded altogether when to do so would better meet the purpose of the translation as established in the translation brief. This, as we shall see in greater detail in Chapter 2, is in fact very much the case for the translation of book blurbs carried out for Editorial Costa Rica; the commissioner expressly indicated that the functionality of the text was to be the primary objective of the translation and, therefore, neither the style nor the content of the source text necessarily need be maintained in the target text where it was felt these detracted from the target text's successful performance of the appellative function.

## **1.2 The Text Function: Appellative Texts**

Several different typologies of text functions exist, but here in the interests of consistency, Nord's model shall be drawn on ("A Prospective Approach"). This is made up of four function types: phatic, referential, expressive and appellative. Each of these functions has different implications for the translation process and implies the use of a different set of translation strategies. It is therefore essential that the function of the target text be identified

before the translation process begins, as this serves as the fundamental guide in making translation decisions.

In the case of this research project, the appellative function is meant to characterize both the source text and the target text, with the appellative nature of the latter further emphasized in the translation brief. As promotional texts, book blurbs seek to have the reader act on what they read. This fits Nord's description of appellative texts: "Directed at the receiver's sensitivity or disposition to act, the appellative function is designed to induce them to respond in a particular way" ("A Prospective Approach" 138). Book blurbs are meant to describe books so appealingly that the reader is motivated to go out, get a copy of the book, and read it.

Their appellative function implies that the translation of book blurbs is more likely to be successful if it makes significant use of the persuasive linguistic and rhetorical strategies typical of promotional and advertising discourse in the target language. This is not the only type of discourse that is appropriate, however. As Nord points out, texts do not normally have a single function, but instead typically include characteristics of other functions in support of the dominant function ("A Prospective Approach" 139). In the case of promotional texts, the dominant appellative function is supported by making significant use of the referential subfunction, in which the product and its features are described, often in great detail. It is important to note that when such description and information is included in a promotional text, this should always occur with persuasive intent, emphasizing the benefits and virtues of the product and avoiding any negative or even ambivalent qualities (Vaičėnienė 44-45). The translator's task in crafting an appellative text such as a book blurb is therefore to ensure it achieves its function by drawing on persuasive rhetorical resources, such as imperatives and modal verbs like *should* and *must*, but also by invoking "linguistic or stylistic devices that point to a referential or expressive function, such as superlatives, adjectives or nouns expressing positive values" (Nord, "A Prospective Approach" 138) in such a way that the product described

appeals to the reader. We will later consider an inventory of rhetorical moves and related linguistic realizations which are characteristically used in book blurbs. This will be useful both in the task of translating book blurbs, and that of analyzing target text effectiveness.

### **1.3 Adapting Texts for the Appellative Function: The Specialist Copywriting Translator**

As is well known to marketers, appellative texts require significant adaptation if they are to be successful in achieving their function when exported for use in other cultural situations. Along these lines, Peñaloza and Gilly state, “Adapting to consumers from another culture is a quintessential task for marketers in the global marketplace” (84). To this end, the translation of appellative texts such as advertising as book blurbs require instrumental translation that allows the translator ample license to adapt and even disregard significant aspects of the source text when these would fail to appeal to the target audience. In his work surveying the translation of tourism promotional texts, Sulaiman makes the following assertions that can be generalized to the field of appellative texts as a whole:

where the ultimate purpose is to persuade the target audience to take a form of action . . . the function of the target text (TT) is central. What becomes more important than fidelity to the source text (ST) is the requirement that the TT must function optimally in the target culture . . . In other words, producing effective [promotional texts] is an overriding condition which justifies the translation methods and strategies deemed necessary. These strategies might include, in the most extreme case of liberty, a complete rewriting or adaptation of a concept if the original concept is deemed unfeasible in the target culture. (162)

From this it can be taken that a translated appellative text not only allows considerable adaptation of the source text, but that it may positively require it. Fuentes-Luque and Kelly assert that in translating promotional texts, the translator must move beyond the role of

“traditionally-accepted bilingual scribe” to act as a true cultural mediator (236). Some investigators question whether translation *per se* of promotional texts is even possible. In this regard, De Mooij asserts, “If advertising is translated at all, the translator should closely cooperate with the copywriter/art director team and not only translate but also advise about the culture-specific aspects of both languages” (196). Along the same lines, Estitxu Garai-Artetxe and Amaia Nerekan-Umaran take up the position that in the case of texts meant to fulfill an appellative function, the very terms translation and adaptation should be synonymous since “every text has a degree of adaptation beyond the merely linguistic or textual” (179). As a logical extension of this conceptualization, they go on to argue that a translator working with promotional materials should rightly be a “specialist professional translating copywriter” (185), whose work may well be “writing copy rather than translating” (Boivineau quoted in Garai-Artetxe and Nerekan-Umaran 179). It is precisely the need that the translator take up this role of writing copy when required that this work seeks to demonstrate. For our purposes, however, to emphasize that the translator’s work legitimately and necessarily may involve writing copy for this type of target text when faced with this type of source text, I prefer the designation *specialist copywriting translator*.

#### **1.4 Taking Genre into Account**

In order to adequately perform the task of adapting a source text to create an appellative text for a new target audience, the translator must be intimately familiar with the kinds of content and linguistic, stylistic and rhetorical devices used to create appellative effect in the target socio-cultural situation. In other words, the translator must also master the appropriate target genre required to get the message across.

It might be helpful to pause to briefly set out the differences between text, text type and genre. Definitions and working understandings of these have been inscribed into different

fields, theories and frameworks in various complex ways (Swales 33), but for the purposes of this work, it is sufficient to take up a simplified version using the following definitions:

- 'Text' is defined as "a sequence of cohesive and coherent sentences realizing a set of mutually relevant intentions . . . . A text exhibits features which serve a particular contextual focus and identify the text as a token of a given text type" (Hatim and Munday 350).
- 'Text type' denotes a "classification of texts according to broad type. [This was first p]roposed by Reiss, who sees type [as] determining translation strategy" (Hatim and Munday 351). There are many text typologies in existence, but in this project we are drawing on Nord's typology by function, where our text is appellative.
- 'Genre' refers to "a conventionalized form of speaking or writing which we associate with particular 'communicative events'. . . . Participants in these events tend to have set goals, with strict norms regulating what can or cannot be said within the confines of given genre settings" (Hatim and Munday 88).

Genres are thus culturally inscribed ways of communicating to get specific things done in specific cultural and social contexts. They have a marked framework that enables communication, but at the same time limits and shapes what makes effective communication. This means, as Vaičėnėnienė notes, "awareness of genre and text type is vital in that translators have to be familiar with styles of presentation and language use in terms of particular genre requirements in particular cultures" (44). Effective translation therefore requires an in-depth analysis of the genre appropriate to the target text to ensure use is made of those conventions necessary to successfully achieve the function required of the text. While text type may be identical in both source text and target text (as indeed is the case for the translation

project examined in this work, for which both the source text and the target text are meant to operate as appellative texts), the nuances of genre may vary greatly with the particular target audience and type and place of publication for which the translation is elaborated. As persuasive devices used in these texts are rooted in the socio-cultural conventions of genre, the translator must mediate the message to make it relevant, accessible and appealing to the target audience. In this regard, Nord asserts:

due to culture-specific conventions, apparently similar or analogous structures of two languages are not always used with the same frequency or in the same situation (=distribution) by the respective communities, and . . . the use of the wrong set of signs may severely interfere with the text's functionality. ("Training Functional Translators" 29)

From here, we see that it is not enough to simply transfer the contents from the source text into the target language, but that rather the translator must make a detailed study of the target text genre to identify and make the adaptations necessary for the target text to succeed.

### **1.5 The Genre in Question: Common Features of Book Blurbs**

The definition to be used for a blurb taken up in this work is "a short description of a book, film or other product written for promotional purposes" ("blurb"). In the case of the translation project under study, these are very brief promotional book descriptions, averaging just 45 words. They belong to a catalog of a single publishing house, the state-owned company Editorial Costa Rica. In keeping with the function of all blurbs, the source text was elaborated with the purpose of promoting the company's products so as to persuade prospective readers to buy books, and this same function is required of the target text. If we are to demonstrate that major adaptations including actually writing copy may be required for the successful translation of the target text book blurbs, it is therefore important to consider the characteristic features of

this genre in terms of rhetorical moves (what is said) and linguistic realizations (how things are said).

#### *1.5.1 Rhetorical Moves Typically Made in Book Blurbs*

We have already discussed that translating and analyzing a functional target text requires close analysis of the target genre and its conventions. The first task to this end is to identify *what* should be said. In other words, we need to discover the characteristic contents of functional book blurbs in English. Fortunately, in recent times there has been a proliferation of blurb corpus studies investigating this very question. These take up Swales' approach to genre analysis in which genre is seen to be made up of a regular pattern of rhetorical moves and steps, with rhetorical "moves" playing out a minor communicative purpose that contributes to the genre's major communicative function, and "steps" being lower-order options through which the writer might achieve these moves (Swales 140-8; Chahkandi and Zeinali 80).

For this investigation, nine corpus studies of book blurbs were reviewed. These reviews all employed genre analysis to identify the generic rhetorical structure of each corpus studied. In order to come up with a synthesis of the findings of these studies, it is helpful to briefly review their findings. In chronological order, this begins with Kathpalia's 1997 study contrasting the rhetorical structure of international publishers and Singapore-based publishers. A six-move rhetorical structure was identified for both types of blurbs, made up of a headline, book justification, book appraisal, establishment of credentials, endorsement and targeting of the market. Bhatia in 2004 contrasted two book blurbs, one academic and one a fiction book, and identified the exact same generic structure. Gea-Valor's 2005 study identified just three moves: description, which included a summary of contents with "some evaluation" ("Advertising Books" 48-49), evaluation by means of review excerpts, and author's biography. In 2007, Gea-Valor goes on to make a further study contrasting online and book cover blurbs, identifying four moves: evaluation, endorsement, description of book contents and once again, author

biography. Cacchiani studied 200 blurbs, contrasting these with book reviews, identifying a four-move rhetorical structure for the blurbs as follows: identification, establishing (author's) credentials, highlighting parts of the book, and appraising the book (includes quotations of endorsements). Gea-Valor and Inigo-Ros carried out a diachronic review of 100 "Penguin Classics" blurbs, identifying a rhetorical structure made up of five moves: catchphrase, description, appraisal (with the submove of endorsement), author's credentials, and technical information. Önder identified 40 Amazon UK online book blurbs to have a six-move rhetorical structure as follows: complimenting the author, book description, justifying the book by establishing a niche, author's background, and author's website/blog. The same study found a corpus of 55 Okuoku book blurbs to have a five-move rhetorical structure: complimenting the author, book description, involving the reader in the text, book promotion and author's background. Asghar, Mahmood and Asghar's study of a corpus of 20 online Pakistani socio-romantic e-books found a six-move rhetorical structure: description, about the author, evaluation, publisher's info[rmation], message/theme and expectation of readers. Finally, Chahkandi and Zeinali's diachronic study of 54 ELT back cover blurbs identified a six-move rhetorical structure as follows: advertising the book by selecting a slogan, establishing a niche, content specification, presenting other components of the package, author endorsement, and finally, propagating the book by means of extracts.

Although, plainly, the types of blurbs studied vary greatly along with their particular socio-cultural placement, it is in fact possible to appreciate a surprising coincidence in the rhetorical structure identified for the different corpora examined, especially on correcting for the variety of systems chosen to describe moves which could perhaps be grouped together or grouped differently: for example, "establishment of credentials", "author biography (publications, awards)", "author's credentials", "author's background", "author information", and "about author" could be argued to generally reference the same kind of fundamentally

referential rhetorical move of providing information on the author. Similarly, moves such as “justifying the book”, “targeting the market”, “description”, “identification of book”, “highlighting parts of the book”, “technical information”, “justifying the book by establishing a niche”, “publisher information”, “message/theme”, “content specification”, “accompanying resources” and “book extracts” can all be grouped together as part of the general move of providing information on the book.

Applying this same approach, I propose all the moves identified in the studies previously mentioned can be reorganized to fall into five broad moves according to the communicative subfunction they perform as part of accomplishing the major appellative text function. These are the overtly appellative moves of providing positive evaluation of the book, providing positive evaluation of the author, engaging the readers’ attention, and the referential moves of providing information on the book, and providing information on the author (see table 1.1):

Table 1.1: Summary of Rhetorical Structure Found in Nine Corpus Studies

Author and Study	Corpus	Rhetorical Moves				
		Overtly Appellative			Referential	
		Evaluating the book positively	Evaluating the author positively	Catching the readers’ attention	Providing information on the book	Providing information on the author
Kathpalia 1997	International vs. Singapore-based publishers	<ul style="list-style-type: none"> <li>• Book appraisal</li> <li>• Endorsement</li> </ul>		<ul style="list-style-type: none"> <li>• Headline</li> </ul>	<ul style="list-style-type: none"> <li>• Book justification</li> <li>• Targeting of the market</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of credentials</li> </ul>
Bhatia 2004	Academic book vs. fiction book	<ul style="list-style-type: none"> <li>• Book appraisal</li> <li>• Endorsement</li> </ul>		<ul style="list-style-type: none"> <li>• Headline</li> </ul>	<ul style="list-style-type: none"> <li>• Book justification</li> <li>• Targeting of the market</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of credentials</li> </ul>
Gea-Valor 2005	60 online blurbs from 4 publishing companies	<ul style="list-style-type: none"> <li>• Evaluation</li> </ul>			<ul style="list-style-type: none"> <li>• Description</li> </ul>	<ul style="list-style-type: none"> <li>• Author information</li> </ul>
Gea-Valor 2007	36 online vs. book cover blurbs	<ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Endorsement</li> </ul>			<ul style="list-style-type: none"> <li>• Description (of book content)*</li> </ul>	<ul style="list-style-type: none"> <li>• Author biography (publications, awards)*</li> </ul>
Gea-Valor & Inigo-Ros 2009	Diachronic review of 100 Penguins Classics blurbs	<ul style="list-style-type: none"> <li>• Appraisal (includes endorsement)*</li> </ul>		<ul style="list-style-type: none"> <li>• Catchphrase</li> </ul>	<ul style="list-style-type: none"> <li>• Description</li> <li>• Technical information</li> </ul>	<ul style="list-style-type: none"> <li>• Author’s credentials</li> </ul>
Cacchiani 2007	200 blurbs vs. 160 reviews	<ul style="list-style-type: none"> <li>• Appraising the book</li> </ul>			<ul style="list-style-type: none"> <li>• Identification of book</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing credentials</li> </ul>

Author and Study	Corpus	Rhetorical Moves				
		Overtly Appellative			Referential	
		Evaluating the book positively	Evaluating the author positively	Catching the readers' attention	Providing information on the book	Providing information on the author
					<ul style="list-style-type: none"> <li>• Highlighting parts of the book</li> </ul>	
Önder 2013	40 Amazon UK online book blurbs	<ul style="list-style-type: none"> <li>• Book promotion*</li> </ul>	<ul style="list-style-type: none"> <li>• Complimenting the author</li> </ul>		<ul style="list-style-type: none"> <li>• Book description*</li> <li>• Justifying the book by establishing a niche</li> </ul>	<ul style="list-style-type: none"> <li>• Author's background*</li> <li>• Author's website/blog</li> </ul>
	55 Turkish Okuoku book blurbs	<ul style="list-style-type: none"> <li>• Book promotion*</li> </ul>	<ul style="list-style-type: none"> <li>• Complimenting the author</li> </ul>	<ul style="list-style-type: none"> <li>• Involving the reader in the text</li> </ul>	<ul style="list-style-type: none"> <li>• Book description*</li> </ul>	<ul style="list-style-type: none"> <li>• Author's background</li> </ul>
Asghar, Mahmood & Asghar 2015	20 online blurbs for Pakistani socio-romantic ebooks	<ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Expectation of the readers</li> </ul>			<ul style="list-style-type: none"> <li>• Description of the book*</li> <li>• Publisher information</li> <li>• Message/theme</li> </ul>	<ul style="list-style-type: none"> <li>• About the author</li> </ul>
Chahkandi and Zeinali 2016	54 ELT back cover blurbs, 1980s to 2014	<ul style="list-style-type: none"> <li>• Endorsement</li> </ul>		<ul style="list-style-type: none"> <li>• Advertising book with slogan</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of a niche*</li> <li>• Content specification</li> <li>• Accompanying resources</li> <li>• Book extracts</li> </ul>	

\* Moves marked as "obligatory" to the particular corpus. Studies with no moves marked did not include this indication.

Önder indicated the criteria for being considered obligatory was those moves that were made in 80% or more of the corpus (177).

Under this proposed structure, certain "moves" identified in the studies are interpreted as steps, which act as optional ways in which larger moves themselves can be achieved. For example, in this proposal, the two separate "moves" identified by many authors as "Evaluation" and "Endorsement" are reinterpreted as steps making up options for the single move of "Providing positive evaluation of the book". Similarly, the three separate "moves" identified by Asghar, Mahmood and Asghar as "Description of the book", "Publisher information", and "Message/theme" (159) are reinterpreted as optional steps of the single move of "Providing information on the book".

In terms of the overtly appellative rhetorical steps identified, foremost are those directly praising the book, variously labeled evaluation, appraisal and promotion: in every case, the evaluation made is overwhelmingly positive in keeping with the primary function of the genre.

This positive evaluation is an unvarying and obligatory move that should be made in all book blurbs. Another frequently drawn-on optional step towards providing positive evaluation of the book are quoting endorsements. These provide additional appellative force both in the positive evaluation provided and the association made with a respected writer or authority. A less common related step—in fact, used only in the case of online blurbs—was the inclusion of comments by readers.

Strongly related to providing positive evaluation of the book is the move described by Önder as “complimenting the author” (178). This we can take to mean directly praising the author, an optional step to making the move of providing positive evaluation of the author. It should also be noted that this move is likely to be at least partially embedded and implicit in referential moves related to the author which we will discuss below. Further, in at least some of the studies, providing positive evaluation of the author was not regarded as a separate move from providing positive evaluation of the book, as we see in one of Gea-Valor’s examples (“Advertising Books” 48-49). It is therefore reasonable to suppose that positive evaluation of the author may occur more frequently than was picked up in the studies examined.

The final overtly appellative move that can be seen to be commonly made in book blurbs is catching the reader’s attention. Included under this move is the step of using the common advertising strategy of a “catchphrase”, fundamentally the same concept as that called a slogan by Chahkandi and Zeinali and a headline by Kathpalia and Bhatia. This step depends on the format of the blurb. It perhaps works more powerfully when set apart from the body of the blurb where the format allows it, such as on a website or the back of a book, but when this is not possible, this step is also often incorporated at the beginning or end of the blurb. When so incorporated, it assists in the making of a further attention-catching rhetorical step of opening strongly or ending strongly, as the case may be. Admittedly, these steps were not directly noted by the scholars studying book corpora reviewed here, although arguably opening strongly was

indirectly noted, insofar as this can be related to the use of a headline or catchphrase. Such steps were, however, indicated by authors of “how to write book blurb” guides as important to a blurb’s success (Author Society, Bacon, Canizares, McAlister), and examination of target language book blurbs backs up this assertion.

A similar step used as a strategy to achieve the same move of catching the reader’s attention is Önder’s move (here re-classified as a step, given that it is an optional strategy used to achieve the function of catching the reader’s attention) of “involving the reader in the text” through the use of rhetorical questions. This engages the reader through calling on them to use their imagination to provide an answer for the question posed. A related, partially overlapping, step is what Gea-Valor labeled “curiosity arousers” (“Advertising Books” 59-60). She classed this as a linguistic realization typical of blurbs, but I would argue these should rightly be seen as an optional step towards the move of catching the reader’s attention, as they are more about the content of *what* is said (and not said) than necessarily *how* it is said. This step may in fact be achieved through drawing on a variety of linguistic realizations, with possible strategies to this end noted by Gea-Valor as being excerpts of the book, and rhetorical questions (this latter also noted by Önder, as we have seen), while also providing an example of a sentence ending with ellipsis (“Advertising Books” 53). As with rhetorical questions, the latter works by inviting the reader to participate in the text by imagining what comes next. It is not insignificant that “how to write book blurb” guides typically stress making these types of steps, particularly for fiction books, as being crucial to the blurb’s success (Author Society, Bacon, Canizares, McAlister). Along these lines, the Author Society states “a good blurb sparks an interest, but a *great* blurb will create intrigue and captivate your potential reader.” The attention-catching creation of intrigue precisely through rhetorical questions, ellipsis, and hints of something fascinating to be discovered only by reading the book are powerful optional appellative steps we can especially expect to find in fiction books.

The final point to be made about the use of overtly appellative moves and their related steps in book blurbs is that several authors performing diachronic studies noted these have been increasingly common over time (Gea-Valor and Inigo-Ros 200; Chahkandi and Zeinali 88). This ties in with the thesis first made by Bhatia that in the modern, increasingly-competitive globalized world, professional discourse in general has become more overtly appellative, drawing more and more on promotional discourse (*Generic Patterns in Promotional Discourse* 213). The genre of book blurbs has been influenced by this trend, and modern readers fully expect a book blurb to feature heavy use of the types of moves described above.

In terms of the referential subfunction performed in book blurbs, once again, the authors divide up and label the specific information differently. Here, as seen in table 1.1, we will interpret many of the moves they identify as steps, optional means of achieving two main rhetorical moves that can be seen to be made across all these corpora: the first is providing information on the book through steps detailing its contents and main characteristics, emphasizing the book's benefits and features, targeting its market (also called "justifying the book" and "establishing a niche"), and giving its technical information. This move was recognized to be "obligatory" in all corpora in which such designations were noted. The second referential move is providing information on the author, very often including the establishment of credentials either overtly or through the discussion of the author's background with other steps such as the inclusion of the author's website or blog included in one case. These two major rhetorical moves can be seen as performing Nord's referential subfunction, assisting the appellative main function of the text, with the information given invariably couched in the most positive terms, typically embedding or intertwining appellative and referential moves.

This intertwining of moves can in fact be seen to be a characteristic of blurbs. Indeed, Önder's assertion, made in his study of UK Amazon and Turkish *Okuoku* corpora, can be extended to apply to all corpora of book blurbs: "The blurbs tend to integrate both promotional

and informative moves in professional discourse across the corpora” (184). We can further assert that across all different socio-cultural contexts, blurbs “both inform and serve promotional roles, which are good, positive and favorable and do not include negative evaluations. They also function as advertisements to persuade potential readers to purchase the books” (Önder 176). In other words, for all corpora, blurbs retain the same essential appellative function, although the resources utilized to perform this function vary somewhat in generic structure, that is, in terms of the precise rhetorical moves and the linguistic realizations they generally draw on. Thus, despite the differences seen in the rhetorical moves and linguistic realizations characterizing different corpora, these are all shown to fulfill the same communicative function of promoting the books they describe.

A synthesis of the previous information allows the extension of a tentative generic structure for book blurbs in general. This can be seen as being made up of five rhetorical moves, three of which are overtly appellative and two of which perform a referential subfunction. Those which are overtly appellative emphasize the attractions of the book and set about directly engaging the reader’s interest, while those which perform the referential subfunction seek to make it attractive through giving appealing information. Each move may be made by drawing on optional steps, as can be seen below in Table 1.2:

Table 1.2: Proposed Generic Structure for Book Blurbs

<b>Overtly Appellative Function</b>	
<b>Rhetorical Moves</b>	<b>Optional steps by which moves may be accomplished</b>
1. Providing positive evaluation of the book	1) Directly praising the book 2) Quoting endorsements of the book 3) Including readers’ comments (only in online blurbs)
2. Providing positive evaluation of the author	1) Directly praising the author
3. Catching the reader’s attention	1) Starting strongly (Author Society)

	<ul style="list-style-type: none"> <li>2) Ending strongly (Author Society; McAllister)</li> <li>3) Implying there is something fascinating to be discovered only by reading the book</li> <li>4) Posing questions directly to the reader</li> <li>5) Using a marketing-style catchphrase (typically contains embedded moves and steps)</li> </ul>
<b>Referential Subfunction</b>	
4. Providing information on the book	<ul style="list-style-type: none"> <li>1) Identifying the book genre</li> <li>2) Describing the book contents or plot</li> <li>3) Discussing the message/theme</li> <li>4) Quoting highlights</li> <li>5) Targeting the market</li> <li>6) Giving publisher information</li> <li>7) Providing technical specifications</li> </ul>
5. Providing information on the author	<ul style="list-style-type: none"> <li>1) Providing the author's biography</li> <li>2) Establishing author's credentials</li> <li>3) Indicating the author's website (only mentioned for online books)</li> </ul>

The precise moves—along with the steps employed to achieve them—will tend to depend on the exact literary genre of the book being described, among other factors such as target audience, publication type, and so on. A nonfiction book will feature more referential moves, often including the establishment of author's credentials. In contrast, blurbs for fiction books commonly opt for the approach of engaging the reader's interest in the story by tightly interweaving overtly appellative moves of positive evaluation with a referential overview of the story through a format so commonly used it has been identified as a "formula" by a number of "how to write a blurb" guides (Author Society; Bacon; Canizares). This so-called formula can be viewed as a rhetorical step made up of substeps as follows in table 1.3:

Table 1.3: The Fiction Book Blurb “Formula”

Rhetorical Move	Function	Optional steps by which the moves are accomplished
<b>Move 4, Step 2:</b>	Describing the contents of the book/plot	<ul style="list-style-type: none"> <li>• Describing the setting and/or the characters</li> </ul>
<b>Move 3, Step 1:</b>	Catching the reader’s interest	<ul style="list-style-type: none"> <li>• Presenting the conflict driving the plot (common linguistic realizations include “But”, “Then” and “Until”)</li> <li>• Introducing a “twist” (the Author Society) (common linguistic realizations include ellipsis and rhetorical questions)</li> </ul>
<b>Move 3, Step 3:</b> (Typically includes <b>Move 1, Step 1;</b> <b>Move 3, Step 2;</b> <b>Move 4, Step 1;</b> <b>Move 4, Step 3)</b>	Using a marketing-style catchphrase. (Providing positive evaluation; ending strongly; identifying book genre; discussing the message/theme)	<ul style="list-style-type: none"> <li>• Closing with a catchphrase</li> <li>• Describing genre and mood of book (common linguistic realizations include strongly evaluative adjectives and adverbs)</li> </ul> Example: <i>A spine-tingling thriller that will keep you second-guessing.</i>

Source: “Formula” information drawn from Author Society, Bacon, Canizares, and Wood; author’s own move analysis and catchphrase example.

### 1.5.2 Common Linguistic Realizations Made in English Blurbs: How Things Are Said

As well as noting the moves and steps that typify a particular genre, genre analysis frequently sets about profiling the specific linguistic realizations characteristically drawn on to achieve these moves and steps. Said linguistic realizations are given different names by different scholars, with, for example, Swales generally referring to them as “linguistic exponents” (166), Bhatia as “lexico-grammatical resources” and “lexico-grammatical forms”

("Methodological Issues in Genre Analysis" 48), Önder as "linguistic elements" (186), Gea-Valor variously as "linguistic features" and "linguistic resources" ("Advertising Books" 47), and Gea-Valor and Inigo-Ros (212) and Chahkandi and Zeinali as "linguistic realizations" (78). This latter term is used in this work.

While the previous section profiled the generic rhetorical structure of book blurbs, the task now becomes to complete this profile by putting together an inventory of linguistic realizations characteristically drawn on in expressing the moves and steps identified in this structure. To do so, we will examine a number of sources giving information on linguistic realizations common to book blurbs, beginning with the nine academic studies already discussed. As mentioned above, these studies revealed a significant incidence of common characteristics identified in all corpora. In this respect, one of the most notable of common characteristics identified in the studies is the use of evaluative language, which Kathpalia claims "permeates throughout the blurb like spreading waves" (425). This feature, also typical of promotional discourse in general, was explicitly noted in the many of studies of blurb corpora examined (Kathpalia 425, Gea-Valor 52-55; Gea-Valor and Inigo Ros 212, Cacchiani 7-8, Önder 177-178). Önder, for example, discusses the prevalence of "Promotional Elements" in book blurbs, defining these as "words that add positive evaluation to the blurbs, including nouns, verbs and adverbs" (176). Similarly, Cacchiani found that blurbs typically feature "positive evaluatives like *funny*, implicit superlatives typically constructing appreciation like *brilliant, powerful, best, superb, extraordinary, terrifying*, highly grammaticalized intensifiers like *very* and *much*, and modifications of manner like *beautifully*" (8). She further notes the use of hyperbole and "accumulation of words which are not usually found together . . . (e.g. *funny, wise and true*)" (13) to be common linguistic devices drawn on in blurbs to increase the appellative force of the text.

As none of the studies examined here focused exclusively on identifying linguistic realizations, it is useful to complement the list of devices recognized in these studies with the suggestions of guides on how to write book blurbs. While not as academically authoritative, the guides drawn on for this purpose were all either written by professional writers and writing teachers (Canizares, McAlister), published by professional organizations assisting authors to be published (Author Society, Wood), or both (Bacon, Rutgers). As well as reinforcing the points already made, these add some very valuable input on further linguistic realizations used to increase the effectiveness of blurbs, including using simplicity of expression and making use of tropes such as simile, metaphor, and hyperbole to increase the appeal of the text.

Studies on general English-language promotional discourse also can serve as a helpful resource to flesh out the inventory of linguistic realizations commonly used to increase the appellative value of texts (Dávila Montes; Gramley and Pätzold; Pander Maat; Vaičenonienė; and Vasiloaia). These both reinforce points already made and describe previously unnoted characteristics fully consistent with what can in fact be found by examining book blurbs themselves, such as the predominant use of positive statements and present tense, the use of creative language featuring puns and wordplay, and making use of various devices to increase the auditory appeal of the text when read aloud, such as rhyme, rhythm, assonance, the repetition of sounds, syllables and keywords, enumeration, and synonyms.

Drawing on all these sources—the nine academic studies of book blurbs, popular “how to write an effective blurb” guides, and studies of promotional discourse in English—it was thus possible to compile a rich list of linguistic realizations typically employed to achieve the appellative effect in English-language blurbs. These are summarized in table 1.4:

Table 1.4: Linguistic Realizations Characteristic of Blurbs and Other Appellative Texts in English

Linguistic Realizations	Sources citing item as a feature of:
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		<b>Book Blurbs</b>	<b>Promotional Discourse</b>
a.	Richly evaluative language featuring adjectives, superlatives, intensifiers, adverbs and nouns expressing positive values	Bacon; Cacchiani 7-10; Gea-Valor, "Advertising Books" 52-55; Kathpalia 425; McAlister	Gramley and Pätzold 103; Nord, "A Prospective Approach" 138; Pander Maat 68-71; Vaičenonienė 45; Vasiloaia 296
b.	Predominant use of positive statements and the avoidance of negations and negative connotations.		Vaičenonienė 47; Vasiloaia 296
c.	Predominant use of present tense emphasizing the positive, immediacy and conveying the idea that what is said is the 'general truth'.		Vaičenonienė 45
d.	Simplicity of expression	Author Society; Bacon; McAlister	Vasiloaia 294-295
e.	Economy of words: often involving ellipsis and omission of subject such as "the book" or "the author"	Author Society; Bacon; Canizares; Gea-Valor, "Advertising Books" 55; McAlister	Vaičenonienė 47
f.	Use of personal pronouns such as <i>we/our/us</i> and <i>you/your</i> to create a feeling of closeness.	Gea-Valor, "Advertising Books" 58	Vaičenonienė 50; Vasiloaia 296
g.	Tropes such as metaphor, personification, similes and hyperbole.	Author Society	McQuarrie and Mick quoted in Dávila Montes 76; Vaičenonienė 47; Vasiloaia 295
h.	Puns and wordplay.		Vaičenonienė 47; Vasiloaia 294-295
i.	Imperatives and modal verbs such as <i>should</i> and <i>must</i> .	Gea-Valor, "Advertising Books" 56-57	Nord, "A Prospective Approach" 138; Vasiloaia 296
j.	Rhetorical questions to involve the audience	Author Society; Gea-Valor, "Advertising Books" 56	Vaičenonienė 47
k.	Devices to increase text appeal and memorability such as rhyme, rhythm, assonance, the repetition of sounds, syllables and keywords, enumeration, and synonyms		Dávila Montes 76; Vaičenonienė 46; Vasiloaia 295-296
l.	Use of colloquial language style		Vaičenonienė 47; Vasiloaia 295-296

An examination of almost any English book blurb will indeed feature these resources, with a) through to e) in particular virtually acting as obligatory linguistic realizations for the genre, while f) through l) make up some attractive resources available to be called on to add power to functional blurbs. This inventory of linguistic realizations—*how* things are said such

that the text's appellative function is achieved—will be taken up again in chapter 2 and tailored to the needs of the specific target text as a tool to assist both in crafting and analyzing a functional target text.

## **1.6 Book Blurb Corpora Differences and the Crafting of a Unique Structure**

Having stressed common features of book blurbs and even having arrived at a tentative generic structure which can be useful for translating and analyzing them, it is now important to look at the other extreme and see how blurbs can differ from each other even when belonging to the same socio-cultural and marketing situation. Differences in corpora were found on every level as these change with different markets, publishing houses, book types, blurb formats and publishing medium (online or physical) and even over time.

While strong generic structures involving certain typical and even so-called obligatory rhetorical moves have been noted in different corpora of book blurbs, it is also important to stress that there remains great flexibility to the genre. In his study of UK Amazon and Turkish *Okuoku* book blurb corpora, Önder emphasizes that “the rhetorical structure proposed . . . is flexible and . . . the number of rhetorical steps and moves may change” (181). Similarly, Gea-Valor and Inigo Ros' study indicated strong changes in the style of blurbs even for the same kind of books and for the same publishing company over a space of five decades as the genre evolved to meet pressure from market forces to be more aggressive in promotional strategies:

It is our contention that blurbs have been greatly influenced by the diversification of the target audience and the dramatic growth experienced by the advertising and marketing industries in the last decades of the twentieth century. (200)

Chahkandi and Zeinadi also found this tendency in their diachronic study of ELT books, noting that two optional moves were added to later blurbs “to further advertise the book and make it more influential”, these being slogan presentation (named a “headline” by Bhatia and

Kathpalia and a “catchphrase” by Gea-Valor and Inigo-Ros), and the use of endorsements of the books by students and teachers (88).

Even within a single language and socio-cultural context, and even where there exists a strongly established generic structure—and even despite the propositions of the Author Society, Bacon, Canizares and Wood—there is no single “correct” specific formula to be followed in coming up with an effective book blurb. Rather, as part of the appeal of these depends on engaging the reader through novelty and the unexpected, occasional artful departures from the generic structure can in fact assist to more successfully fulfil the target function. This being understood, the generic rhetorical structure can be seen to act as a set of established resources consciously crafted and employed to meet the needs of the specific audience being targeted for the specific set of book products. Thus the structure will change depending on the literary text type, with different moves given priority, for example, in the case of fiction and non-fiction books. Further, once the appropriate structure to promote a particular book type is determined, this should remain flexible enough to allow for creativity and surprise, with the use of a range of varying optional moves and steps rather simply working through an established formula ticking off items on an obligatory list.

In this chapter, the functionalist approach to translation was drawn on as the basis for the theoretical framework. This approach privileges the function of the target text as per the translation brief in the making of translation decisions. The target text in the case of this research project was identified as an appellative text according to Nord’s typology of text functions. Such texts were shown to allow and even demand quite drastic intervention in the source text, with the translator legitimately taking on the role of writing copy where necessary to ensure the appellative function of the text is met. An examination of the genre of book blurbs was made, revealing that these share many common rhetorical moves, notably providing

positive evaluation of the book, providing positive evaluation of the author, catching the reader's attention, providing information on the book, and providing information on the author. Blurbs were also found to increasingly draw on advertising discourse strategies, such as the use of catchphrases, positive evaluative language, superlatives and intensifiers. As these are resources to be drawn on as translation strategies to adapt the source text to the target genre, an inventory of such devices was created and a model of the generic structure for blurbs was proposed. At the same time, recognition was made that such models vary for different corpora according to their socio-cultural positioning. It was therefore shown to be important that the translator of book blurbs establish a broad generic structure in keeping with the target social-cultural situation, with a series of optional moves and steps to be creatively drawn on to craft a successful target text for the specific target audience.

The theoretical grounding detailed in this chapter will serve to underpin the methodology to be outlined in Chapter 2, in which the specific requirements of the target text will be considered along and the approach to performing the translation will be detailed. Additionally, this theory will be drawn on in refining the profile in terms of rhetorical structure and linguistic realizations appropriate to the target text in chapter 3 and underlies both the translation made and the analysis of this translation that is undertaken in chapter 4.

## Chapter 2: Methodology

In this chapter, the methodology to be followed for the translation and its analysis is explained. Firstly, the translation project source text will be described along with its intended audience and function. Following this, the corpus under study for this project is delimited and important characteristics and limitations of this text are discussed. The requirements of the target text are then considered, beginning with a description of the commissioner of the translation and the translation brief. The translation process is described, followed by an explanation of the way text has been categorized for analysis. The samples to be used for analysis are identified, having been selected to illustrate major points to be made about the translation of the category in question. The techniques to be employed in the analysis are outlined, and finally, the model to be used for this purpose is explained.

### 2.1 The Translation Project Source Text

The source text for this investigation is derived from a Spanish to English translation project carried out for the Costa Rican state-owned publishing company, Editorial Costa Rica. The project involved the translation of two kinds of texts: the first, a 2245-word informative text made up of official institutional material setting out the official description of the company, its institutional mission and vision, literary awards, and collections; the second, the PDF version of the 2015 company catalog promoting books from the company's publications list. This catalog in fact appears in three versions, the first being the 39-page PDF version of the catalog<sup>4</sup> from which the source text is derived, featuring 194 titles with 146 promotional blurbs. The

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<sup>4</sup> Editorial Costa Rica. *Catálogo general de obras*. San José: Editorial Costa Rica, 2015. PDF.

second version is a 32-page printed catalog featuring 195 titles with 116 promotional blurbs<sup>5</sup>. These two catalogs have basically the same format and feature almost identical lists of titles. The blurbs themselves in the PDF catalog are identical to those of the print version with the exception that more are included in the PDF than are included in the print catalog. Both the PDF and the print catalog generally feature six blurbs per page with these being very brief, limited to an average of around 45 words per title. Finally, there is a searchable online catalog available at [editorialcostarica.com](http://editorialcostarica.com) featuring blurbs for the company's entire publications list, with 211 books listed at the time the translation project was undertaken in 2015<sup>6</sup>.

While 42 of the 146 blurbs (28.8%) featured in the PDF catalog are identical to those in the online catalog, in general the web catalog features longer blurbs averaging 105 words each. This increased word count is presumably due to the freedom the electronic format has from restrictions of space and attendant expenses which may limit the print and—to a slightly lesser extent—the PDF catalogs. Just over half of the short PDF blurbs (50.7%, 74 blurbs) are made up of an extract taken from the longer blurb to be found on the website, almost always as a direct copy and paste of a section of the longer text. The remaining 30 PDF blurbs (20.5%) are different altogether from the online blurbs.

For this translation project, the PDF catalog was selected for translation in its entirety, including the titles of all 194 books along with the book descriptions for 144 titles that, together with the blurbs, give the books' technical specifications including title, author, ISBN (International Standard Book Number), format type (electronic, print or both), dimensions (in centimeters or kilobytes in the case of electronic books), number of pages, and any awards won.

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<sup>5</sup> Editorial Costa Rica. *Catálogo general de obras*. San José: Editorial Costa Rica, 2015. Print.

<sup>6</sup> Editorial Costa Rica. Editorial Costa Rica, n.d. Web. 8 Oct. 2015.

The intended audience of the original Spanish source text is made up of educated Spanish-speaking readers and book buyers. Although used at international promotional events as well as locally, the text assumes the reader to have an intimate familiarity with Costa Rican culture, literature and even geography, and frequently addresses the audience using the first-person plural, for example, talking about Costa Rican literature as “our literature”. Thus, although employed for an international audience of Spanish-speakers, it should more rightly be considered to have been penned for a local Costa Rican audience. The printed catalog and the somewhat longer PDF catalog (designed as if in a printed booklet, laid out in pages following the same general format as the print version) are intended to be distributed at book fairs and promotional activities as well as given—or, in the case of the PDF, emailed—directly to book wholesalers and other potential clients. Unlike the online catalog, which acts a retail portal featuring retail prices, neither of these two formats include actual prices, so are meant to be accompanied or followed up by further sales activities and price lists.

The source text for the translation project was therefore made up of two quite different kinds of texts, with the first being the primarily informative text about the company Editorial Costa Rica. At first glance this seems to be performing a referential function, but on analysis, it carries a significant investment in performing a promotional subfunction in describing the company’s history, mission and vision in a highly positive way that emphasizes its role as a public asset. In contrast, the second kind of text, the PDF catalog, has as an appellative primary function and a referential subfunction, seeking to give information as to the particular titles the company publishes in such a way the reader will be motivated to act to secure copies of the books described.

## **2.2 The Corpus under Study for This Project**

The translation project was a large one, hence for the purposes of this investigation it was decided to focus on that portion of the translation process that was most challenging. This turned out to be achieving the intensely appellative function required of the target text blurbs. The corpus for this research project is thus made up specifically of the PDF catalog book blurbs, excluding analysis of the more referential section giving the books' technical specifications such as ISBN, dimensions, awards won, and so on. Though accompanied by this information in the PDF, the blurbs themselves act as the main vehicle intended to sell each book to the reader. The corpus is therefore made up of the 146 short blurbs from the PDF catalog source text and their respective translations. Two translations are provided for 126 of the 146 source text blurbs, which is to say, 86.3%. As is further detailed below, this strategy was employed when close examination of a translation that was limited to a faithful rendition of the rhetorical moves and the linguistic realizations employed in the source text was found to be unlikely to achieve the appellative function required of the target text.

## **2.3 Characteristics of the Source Text**

While purportedly the source material is employed for promotional purposes abroad as well as within Costa Rica, the text has primarily been written with a Costa Rican audience in mind, with the book blurbs as well as the company's institutional material assuming the reader to possess an intimate knowledge of Costa Rican culture, literature and geography. The source text also appears to be aimed at an audience with a higher level of general erudition than that generally assumed of the target audience of book blurbs written to entice the English-reading general public. This presumed erudition is evident for example in the frequent use of highly literary terminology, which sees book blurbs featuring such dense phrasing as "su arquitectura fragmentaria y polifónica se define por el contraste de . . . planos espacio-temporales" (see

Title 16 of the translation), referring to concepts more common to academic literary essays than blurbs in an English-language context.

A further highly significant feature of the source text is the brevity of each blurb. With the PDF blurbs averaging just 45 words, these are considerably briefer than the blurbs studied in related investigations used to identify typical rhetorical content. In Önder's study, for example, Amazon UK blurbs average 409 words and *Okuoku* Turkish blurbs average 183 words (177), while in Orna-Montesinos' study of 234 textbook blurbs, these average 353 words, ranging between 105 and 1225 words (129). Other blurb studies examined here do not give specific information on the length of the blurbs analyzed, but with these mostly being taken from the back of the books described and/or online blurbs, and with generic structures identified featuring an average of five rhetorical moves for each corpus, it would seem likely these do not suffer from the same kind of word count limitations imposed on the source text blurbs. As their brevity is not remarked upon as being unusual, it can probably be assumed these are more likely to average between 100 and 300 words, the general norm identified by several of those in the industry (Rugers, Wood). Similarly, the longer blurbs averaging 105 words each in the Editorial Costa Rica online catalog have the opportunity to feature a more comprehensive set of rhetorical moves and linguistic realizations to achieve the appellative function. In contrast, the very short PDF blurbs are expected to perform the same appellative function by means of a much more condensed text, despite their brevity limiting the opportunities to do so. Furthermore, as previously noted, 50.7% of blurbs are direct extracts of these longer blurbs, almost always in the form of a direct cut and paste of a section of the longer online blurb. As we shall further discuss, this technique could be questioned in terms of its efficacy in crafting a text with maximum appellative functionality.

## 2.4 The Target Text

With this investigation being based on Skopos theory, the translation brief becomes fundamental to guiding translation decisions (Nord, *Functionalist Approaches Explained* 30; Nord, "A Prospective Approach" 142). The commissioner of the translation is Editorial Costa Rica, the publisher of the source text, which seeks to have its promotional material made available to a wider audience through this translation in the hopes of sparking interest in having their titles translated and exported to new markets. The target text is intended to perform the same appellative function required of the source text, but the target audience is a very broad, globalized one. The translator thus needs to internationalize the text so that it appeals to the broadest possible audience (Lako 204; Pym 1-2). Among other steps, this involves adaptation or explicitation of culturally-explicit references. Reference to Costa Rica need not be removed, as this may in fact act as an important part of the text's appeal for foreign readers; however, cultural elements of this type must be either explained, adapted, or even highlighted to attain their maximum appellative effect. Similarly, as we have seen, the level of erudition assumed of the source text reader is higher than might be expected of a text of this type in an English language context, and this must be taken into account in crafting a target text that is accessible and appealing to the widest possible range of readers who may not be familiar with the more academic and literary terminology sometimes employed in the source text.

The commissioner additionally requested that the translation of each burb be adaptable for use in a variety of mediums and circumstances. The publisher indicated that for any given promotional activity, a selection of titles may be made to present to potential buyers. This promotion might occur with the translation provided side-by-side with the Spanish source text in the case of promotional activities occurring in Mexico, for example; or in the case of book fairs held in Europe or the United States the translation may be presented as a stand-alone document. This is also something to take into consideration, as translation presented in parallel

to the source text may have more restrictions placed on adaptations of content, length and style than a translation appearing as an independent text. This is one of the reasons that two translations were presented for each blurb, one intended to be useful if so desired in the presentation of parallel texts, while the other is recommended as better performing the appellative function, apt for stand-alone use. Both versions of the translation were handed over to the commissioner, with explanations and discussion of the differences between them, and thus both options are available for use at the commissioner's discretion.

A further important characteristic of the target text is that each blurb be of similar length to the source text. It should be emphasized this length specification was a preference, not a requirement, with the commissioner accepting the translator's criteria that somewhat longer texts may be necessary for some blurbs in order to successfully perform the text function. Nevertheless, the aim to match the source text word count as closely as possible presented a translation challenge in imposing the need to very carefully select content to maximize the appeal of the text, also limiting the possibility of covering what might be identified as the normal range of rhetorical content typically included in target language blurbs. As we have seen, the source text blurb was very often made up of a direct cut-and-paste section of a longer online blurb: the case could certainly be made that a more effective technique would have been to compact more or different rhetorical content and literary devices into the shorter description. While the task of the translator is not to correct the source text, it can require the recognition of those factors that reduce the source text's effectiveness in performing its function, especially as instrumental translation obliges the translator to correct any such flaws in fashioning the target text. Thus the extreme brevity of the required text implies the need for very careful selection and adaptation of the most appealing rhetorical content and then articulating this efficiently and succinctly in the creation of the target text.

## 2.5 The Translation Process

The translation process involved, firstly, reading the source text in its entirety. This brought up the initial issue as to the difficulty presented by the translation of book titles without sufficient referential information present to go about doing so. Investigation was made into this field: a database was created of all the books contained in the PDF, and a review was made using the WorldCat catalog to identify which books had previously been translated. Individual books were then researched, very often by physically obtaining a copy of each book, before translating each title.

While this part of the translation process was challenging and time-consuming, the translation of the blurbs proved to be even more so. Review showed these to be quite different from the target-language norm, with a much less appellative feel to them than that of the target genre. This general feeling of the source text not meeting target culture norms was then confirmed through an intensive period of reading as many book blurbs in the target language as possible, across a range of literary genres and mediums—on the web, on the backs of books, on popular book reviewing websites, such as Goodreads and Amazon, and in catalog listings. Complementing this process of internalizing the norms of the blurb genre, research was made on how to write book blurbs in the target language by drawing on popular guides (Author Society, Bacon, Canizares, McAlister, Rutgers, Wood). These are written by industry insiders—published authors, book promoters, and book cover designers—and describe and provide examples of typical book blurbs.

Following this process, a first translation was made of each source text blurb. These were carefully crafted through communicative translation strategies to arrive at a target text that is as natural as possible to the target language, adapting cultural references to an international audience, while otherwise being limited to use of the equivalent rhetorical structure and linguistic realizations of those contained in the source text.

Once this process was complete, the resultant translations were assessed for effectiveness in fulfilling their function, initially through applying a subjective criteria of the appellative “feel” of the blurb. As this criteria was unconsciously put together, it required reflection to identify the actual elements necessary if the target text was to “feel convincing”. Typically, these included a strong feeling of positive evaluation of the book, a clear idea of its literary genre, and a clear idea its probable contents and main features. It is important to note that theoretical book blurb genre analysis had not yet been performed to identify the precise rhetorical moves and linguistic realizations that were required of a successful text. Even so, this kind of subjective filtering based on internalized criteria of the requirements of the blurb genre can be justified by its drawing on the very same internalized criteria that is applied by target readers. As discussed in the previous chapter, this is the way genre works: genres are recognized and recognizable as the appropriate and effective way to communicate a particular type of content in a particular situation without any precise rules needing to be articulated on a conscious level. It is precisely this kind of internalized cultural and genre expertise that takes the translator beyond being a mere bilingual scribe and sees him or her capable of taking on the previously mentioned role of specialist copywriting translator. This subjective filtering found only 20 of the 146 blurbs (13.7%) to be adequate to fulfilling their function, while 126 translated blurbs (86.3%) were found not to be successful, often lacking what would seem to be essential information, such as the specification of the book’s literary genre, details of features and virtues of the book, and a more laudatory tone in general.

After having identified those translations which were deemed to have failed to deliver a functional target text, a second translation was made applying Nord’s instrumental translation, taking full liberty to add or subtract rhetorical content and freely adapt linguistic realizations, actually writing copy where required to deliver a text more consistent with the conventions existing for this genre in the target language. This process was conducted on an individual

basis, retaining as much of the source text content and style in the target text as was consistent with target text norms in each case. For those blurbs in which the sole component lacking to give the text greater appellative force was an adjustment in linguistic realizations, this was performed; when further information on the book was required, research was carried out into each book identified on a one-by-one basis. The first place of reference was Editorial Costa Rica's online catalog. As we have seen, this hosts the longer versions from which 50.7% of the short-version PDF blurbs were extracted, and entirely different long blurbs for a further 20.5% of the titles featured in the PDF. These longer online versions were often able to supply the information lacking to craft a more adequate short blurb, and this information was given precedence to external source material as it was so closely related to the source text. To make up any missing information in cases when this was still found to be insufficient, a copy of each book was obtained either in the library (and failing that, in just two cases, in a bookstore). This process was further complemented by research into the different titles on the Costa Rican cultural website Redcultura, Costa Rican literary blogs (Alvarado Quesada, Barquero, Murillo), and reviews on Goodreads and Amazon. This process enabled the translator to develop enough of a feel for the positive qualities and features of each book in question that would be sufficient to writing a blurb with the appellative force expected of the genre by the target reader.

Once the second translation was complete, both translation options were presented to the commissioner of the project. The differences in terms of content and style between the two translations were explained, and the reasons why the second version is more likely to be more successful in adequately performing the text function were discussed. As we have seen, the strategy of supplying two versions of the target text gave the commissioner two options, the first perhaps more appropriate for use in presentation in parallel with the source text, and the other recommended as the more functional. Additionally, this strategy served as an important tool in demonstrating the adaptations that were required and thus, in justifying the significant

departure from the source text that was often necessary to arrive at a functional target text. It bears mentioning that the commissioner expressed complete satisfaction with the translation.

Also worth discussing is the fact that formal theoretical analysis of the conventions of the book blurb genre was only undertaken after the entire translation process—along with the crafting of two translated versions for 86.3% of blurbs—had been completed. It was with some relief that posterior research into the genre actually fit the initially subjective criteria that had been applied in performing the translations. This demonstrates that the translator indeed internalizes and becomes an expert in genre criteria in order to be able to produce a functional target text. In a sense, the theory seen here with respect to rhetorical structure and linguistic realizations remains a justification that comes after the fact of already having deployed this practical knowledge acquired on an unconscious level. This gives insight into the very nature of genre expertise as being fundamentally practical and unconsciously acquired. Similarly, it reveals that translation is a practice which can in fact be successfully undertaken without needing to investigate theory at all. As we shall later discuss, this does not mean to imply theory is therefore unnecessary. On the contrary, it becomes essential to explaining translation decisions, particularly in cases like this one, where the approach taken and the resulting product are so different from what the commissioner might have initially envisaged.

## **2.6 The Selection of Texts to Be Analyzed**

Given such a large corpus, the selection of sample blurbs to be analyzed in this project was based on the most representative examples of the degrees of intervention that were required to make a functional target text. These can be seen to fall into four broad groups, with 20 blurbs (13.7%) not requiring any significant adaptation of rhetorical structure or linguistic realizations (other than address of target audience as specifically Costa Rican); 34 blurbs (23.3%) requiring adaptation of linguistic realizations or rhetorical structure while still remaining

strongly based on the source text and requiring no external sources to be consulted; 28 blurbs (19.2%) requiring adaptation through the use of external sources while retaining source text input; and 64 blurbs (43.8%) involving total rewriting with new copy (see table 2.1):

Table 2.1: Type of Translation Intervention Required

<b>Degree of Translation Intervention Required</b>	<b>Number Blurbs</b>	<b>% Blurbs</b>
<b>A.</b> No significant adaptation of rhetorical structure or linguistic realizations (other than address of target audience as specifically Costa Rican)	<b>20</b>	<b>13.7%</b>
<b>B.</b> Adaptation strongly based on the source text, requiring no external sources to be consulted	<b>34</b>	<b>23.3%</b>
<b>C.</b> Adaptation through the use of external sources while retaining source text input	<b>28</b>	<b>19.2%</b>
<b>D.</b> Complete re-writing of target text	<b>64</b>	<b>43.8%</b>
<b>Total</b>	<b>146</b>	<b>100%</b>

Both groups B and C include blurbs along a progressive scale of levels of intervention required to achieve a functional target text. Group B goes from very minor changes using translation techniques, such as omission or addition of a word or concept, in some cases amplification or explicitation, in others adaptation of rhetorical moves and linguistic realizations although requiring no external sources. Group C, on the other hand, is made up of texts that, in order to achieve their function, required research into external sources to allow for the necessary adaption, often including omission of significant sections of the source text and the inclusion of some new copy. Group D is made up of 64 blurbs (43.8%) for which translation takes the form of exclusively writing new copy, a practice of course not to be undertaken lightly, and only as necessary to achieve the target text function.

## 2.7 The Samples

Based on the criteria mentioned above, the blurbs listed in table 2.2—numbered in the translation according to order of appearance in the PDF catalog—were selected for close analysis of the types of adaptations of rhetorical moves and linguistic realizations proposed. The number of blurbs chosen for each category is representative of different major points to be illustrated about the category in question. The samples are not arranged in numerical order but in order of the degree of intervention in terms of departure from the contents of the source text required along a progressive scale from least intervention to the most. This is to facilitate discussion of the need to depart from the source text to arrive at a functional target text (see table 2.2).

Table 2.2: Representative Blurbs Selected for Analysis

Category	Blurb: Title #
<b>A.</b> No significant adaptation of rhetorical structure or linguistic realizations (other than address of target audience as specifically Costa Rican)	Sample 1: #63 Sample 2: #79
<b>B.</b> Adaptation strongly based on the source text, requiring no external sources to be consulted	Sample 3: #86 Sample 4: #61 Sample 5: #58
<b>C.</b> Adaptation through the use of external sources while retaining source text input	Sample 6: #28 Sample 7: #7 Sample 8: #44
<b>D.</b> Complete re-writing of target text	Sample 9: #82 Sample 10: #38 Sample 11: #102 Sample 12: #15 Sample 13: #74

## 2.8 The Techniques Employed for the Analysis

As a first step towards undertaking the analysis of the samples, it is necessary to develop a clear profile identifying the minimum rhetorical structure and linguistic realizations that should be employed in book blurbs in the target situation if they are to be successful texts. This process was begun in chapter 1 with the creation of a proposed generic rhetorical structure for book blurbs (see table 1.2) and an inventory of related linguistic realizations characteristically used in book blurbs (see table 1.4). The proposed generic rhetorical structure was made up of five rhetorical moves: providing positive evaluation of the book, providing positive evaluation of the author, catching the reader's attention, providing information on the book, and providing information on the author. This was based on an analysis and synthesis of nine genre analysis corpus studies by Asghar, Mahmood, and Asghar, Bhatia, Cacchiani, Chahkandi and Zeinali, Gea-Valor ("Advertising Books"), Gea-Valor ("Book Advertisements as a Genre"), Gea-Valor and Inigo-Ros, Kathpalia, and Önder, with further input from popular "how to write book blurb guides" published by industry insiders (Author Society; Bacon; Canizares; McAlister; Rugers; Wood).

The inventory of linguistic realizations characteristically used in book blurbs is made up of the following variables: a) richly evaluative language featuring adjectives, superlatives, intensifiers, adverbs and nouns expressing positive values; b) the predominant use of positive statements; c) the predominant use of present tense; d) simplicity of expression; e) economy of words; f) the use of personal pronouns such as we/our/us and you/your; g) tropes such as metaphor, similes and hyperbole; h) puns and wordplay; i) imperatives and modal verbs; j) rhetorical questions; k) devices to increase the appeal and memorability of the text such as rhyme, rhythm, assonance, repetition of sounds, syllables and keywords, enumeration; and l) use of a colloquial style. This inventory was compiled based on the same corpus studies and "how to write book blurb" guides mentioned above, complemented by studies on general

English-language promotional discourse by Dávila Montes, Gramley and Pätzold, Pander Maat, Vaičenonienė, and Vasiloaia.

In chapter 3, this generic structure is to be further tailored into a specific target text profile designed to meet the requirements of the target situation. This involves considering factors such as the profile of the target audience, the literary genre and individual characteristics of the books being promoted, the publication medium and the layout of the blurbs, their length, and their style of presentation. The resulting refined profile of minimum rhetorical moves, together with an inventory of minimum linguistic realizations, is to be the criteria used in analyzing the samples, and it shall be discussed in detail in the following chapter.

In chapter 4, the samples selected above will be individually analyzed using these tools. As already mentioned, each source text blurb has a first translation made as true as possible to the source text in terms of rhetorical structure and linguistic realizations (while adapting direct address from a Costa Rican to a global audience). This first translation will be analyzed in terms of its rhetorical structure and the linguistic realizations it employs. If it meets the target text profile to be developed in the following chapter, the translation will be recognized as a successful appellative target text. Should it not meet the profile, it will be set side-by-side with a second translation performed using an instrumental approach. This draws on whatever resources were deemed necessary to meet the ideal target text profile to be outlined in chapter 3. The two translations will then be compared, differences will be identified, and discussion will be made of the translation strategies and techniques that were required to create the second text such that it is consistent with the norms expected of the English book blurb genre.

To assist this process of comparison and analysis, a visual system of highlighting and underlining the different rhetorical moves made in each translation will be employed, in which rhetorical moves providing positive evaluation of the book will be highlighted in yellow; rhetorical

moves providing positive evaluation of the author will be highlighted in orange; rhetorical moves catching the reader’s attention will be underlined (given that these moves typically involve embedded moves and steps); rhetorical moves providing information on the author will be highlighted in green; and rhetorical moves providing information on the book will be highlighted in blue.

Underneath the translations, the linguistic realizations used in each text will be identified for analysis and comparison against the ideal profile that is to be outlined in chapter 3. As previously mentioned, this will be based on the inventory of linguistic realizations initially compiled in Chapter 1. The minimum required linguistic realizations identified in the target text profile (see table 3.1) will be assessed for their adequacy in both translations. Optional linguistic realizations will only be mentioned and discussed should they appear in a particular translated text. The model for the sample analysis can be seen in table 2.3:

Table 2.3: Model Used to Analyze Translations

<b>Original Spanish Blurb Title - Word Count</b>	
<b>Translation 1 – word count</b>	<b>Translation 2 (where provided) – word count</b>
<p>Rhetorical moves providing positive evaluation of the book will be highlighted in yellow; rhetorical moves providing positive evaluation of the author will be highlighted in orange; rhetorical moves catching the reader’s attention will <u>underlined</u>; rhetorical moves providing information on the author will be</p>	<p>The same process will occur, with rhetorical moves highlighted according to the same system.</p>

<p>highlighted in green; and rhetorical moves providing information on the book will be highlighted in blue.</p>	
<p><b>Linguistic Realizations Present in Source Text:</b></p>	<p><b>Changes in Linguistic Realizations:</b></p>
<ul style="list-style-type: none"> <li>a) Richly evaluative language:</li> <li>b) Use of positive statements:</li> <li>c) Use of present tense:</li> <li>d) Simplicity of expression:</li> <li>e) Economy of words:</li> <li>f) Personal pronouns:</li> <li>g) Tropes:</li> <li>h) Puns and wordplay:</li> <li>i) Imperatives and modal verbs:</li> <li>j) Rhetorical questions:</li> <li>k) Increased reading appeal through rhyme, rhythm, lists, etc.:</li> <li>l) Colloquial language style:</li> </ul>	<p>Any changes in linguistic realizations will be noted here.</p>

This information will then be drawn on for detailed comparison of the two translations, with discussion of the aptness of each sample chosen for analysis in performing the appellative function intended for the text. In cases where the first translation is seen to fail to deliver a functional target text, the precise reasons for this will be discussed, as will the strategies required to provide a text which does meet the target text profile.

In this chapter, the methodology used for this investigation has been set out. The characteristics of the source text and the target text were examined, as were the requirements of the translation commissioner. The corpus under study was described along with the samples selected. Finally, the format to be used to set out the samples selected for analysis was demonstrated and steps that will be followed for the analysis were described. In chapter 3, a target text profile made of desirable qualities in terms of rhetorical structure and linguistic

realizations used in effective book blurbs for this particular target situation will be elaborated. This profile will then be used as a basis with which to analyze the appropriateness and effectiveness of target texts in chapter 4, in the attempt to demonstrate that major adaptations in terms of rhetorical structure and linguistic realizations, including the writing of copy, can be required for the effective the translation of book blurbs into English.

### **Chapter 3: Identification of the Target Text Profile**

In this chapter, identification will be made of the desirable characteristics of book blurbs for the specific target socio-cultural situation. This will specify the desirable minimum rhetorical structure and linguistic realizations which should be employed if the text is to achieve the appellative function in this situation. This task involves considering factors such as the profile of the target audience, the literary genre and individual characteristics of the books being promoted, elements intrinsic to the publication medium and the layout of the blurbs, their length, and their style of presentation. This profile will be invaluable in assessing the functionality of different translations made of the source text and in creating translations that meet the required function. The profile will therefore be applied in the next chapter to examine the aptness of sample translations that fundamentally retain the rhetorical structure and linguistic realizations employed in the source text. Where these are found wanting, it will be used to examine alternate translations that are crafted to meet these minimum requirements.

#### **3.1 Characteristics of the Ideal Target Text: The Ideal Rhetoric Structure**

In building the profile of an ideal target text for the target socio-cultural situation, it is of course vital to examine in detail what this situation is. Factors which should be taken into account in crafting the target text include the profile of the target audience, the literary genre and individual characteristics of the books which are being promoted, factors intrinsic to the publication medium, the layout of the blurbs in terms of where and when they are to be used, and the format to be followed with related factors such as the length and style of presentation to which the blurb is to be subject. If the target text is to be successful, all these factors must be adequately catered to in terms of both the communicative functions performed in the text (the rhetorical structure) and *how* these are expressed (the linguistic realizations employed).

As we have already seen, the target audience of the translation is very broad, with the text meant for use not just where English is the first language, but also at international events anywhere that English can serve as a bridging language to interest potential readers in the books as objects of future translation. As the target audience is meant to be so broad, the text should be crafted to be highly accessible and inviting, avoiding the use of literary terminology and erudite concepts such as those occasionally featured in the source text, to instead favor direct and simple promotional discourse. These considerations give important indications as to the most effective types of linguistic realizations to draw on, as will later be discussed, but they also have a fundamental impact on the type of information and concepts to be communicated, these ideally being of general, non-specialist appeal. In a similar fashion, the types of books described in the book catalog are wide-ranging, covering the whole range of literary genres, including literary fiction, poetry, plays, children's and teens' books, audio books, literary magazines and many different genres of nonfiction. This general diversity characterizing both the target audience and the books meant to be promoted through the blurbs would seem to make it ideal to cast a wide net by employing all rhetoric moves included in the generic structure set out in *Table 1.2: Proposed Generic Rhetorical Structure of Books Blurbs* to craft the target text.

Unfortunately, while a blurb convincingly making all five rhetoric moves established in this structure would most certainly be successful in meeting the text function, other important factors can be seen to limit this possibility. These are the final and highly significant set of factors to be taken into account before establishing the ideal rhetorical structure to be employed for the target text: the publication medium and layout of the blurbs. As already discussed, the commissioner of the translation indicated that the target text should be apt for use in a variety of different circumstances, with different formats and selections of book blurbs to be made to suit promotional events as they arise. These could include the selection of different titles

collated and set out differently to how they appear in the PDF source text, and the end product of this selection may then be presented in either a digital or a printed format. When the translations are to be presented in parallel to the source text blurbs, it may be important that these more closely match each other in terms of linguistic realizations, rhetoric moves and length. With this in mind, the more traditional translation that is closely tied to the linguistic realizations and rhetorical structure of the source text was provided for use at the commissioner's discretion; however, in particular when the target text is to stand alone, the commissioner indicated a willingness to accept the translator's recommendation of a text adapted to better perform the text function, so allowing the adaptation, omission and extension of linguistic realizations and rhetorical moves employed as required to meet the text function. Even so, this freedom was limited in terms of the ideal length of the text, which is to match that of the target text as closely as possible. It has already been observed that with each source text blurb averaging just 45 words, these are considerably more condensed than the norm for this type of text, which was seen to be generally set between 100 and 300 words. While the commissioner accepted the translator's insistence that a somewhat longer text may be necessary to make the text functional, the aim was still to match the length of the source text as nearly as possible. Such brevity makes it all but impossible to include all five major rhetorical moves typical of the genre, and instead requires the careful selection of those which are most essential to achieving its function.

This process of selecting the most desirable moves can be assisted by drawing on *Table 1.2: A Proposed Generic Rhetorical Structures of Book Blurbs* discussed in chapter 1. This was based on a synthesis of studies of genre analysis of blurb corpora by Asghar, Mahmood, and Asghar, Bhatia, Cacchiani, Chahkandi and Zeinali, Gea-Valor ("Advertising Books"), Gea-Valor ("Book Advertisements as a Genre"), Gea-Valor and Inigo-Ros, Kathpalia, and Önder, with further input by "how to write book blurb" guides by Author Society, Bacon,

Canizares, McAlister, Rutgers and Wood. Drawing on this significant input plus expertise created through wide reading in the field as outlined in chapter 2, a profile of minimal rhetorical moves required of target blurbs if these are to be effective in fulfilling their function can be established. Firstly, in terms of overtly appellative moves, each blurb should effectively make Move 1, providing positive evaluation of the book, as a first priority in keeping with the overall function of the blurb itself. Move 2, providing positive evaluation of the author is a highly desirable option, particularly in the case of non-fiction books where the credibility of the author requires more emphasis. Move 3, Step 1, catching the reader's attention through opening strongly, can also be seen to be an essential move so the reader will want to read the blurb. Where possible, it is desirable to also end strongly for the same reasons. However, as the ending is of less impact, the strong end becomes optional. The other steps in this section are highly desirable, especially in the case of fiction works, but not essential given the limited word count that is available.

In terms of the referential subfunction, the minimal desirable moves can be seen to be, firstly, Move 4, Step 1, identifying the book genre, and secondly, Move 4, Step 2, describing the book contents. It is essential that the literary genre be made clear, otherwise readers are not sure what is being described, and consequently, what it is they are being encouraged to "buy". This is an issue that in fact occurs often in the source text, in which books are classed by broad genre type in the catalog but the more specific genre is not necessarily mentioned in individual blurbs. For example, a book in the category "children's and teens' books" is described very generally, making the reader think it must be a fiction book, as this acts as the default category; however, actual examination of the book itself reveals it to be an anthology of poems or a collection of children's plays. This sort of ambiguity must be avoided in the target blurb: all features described must be based on actual characteristics of the book, such that the person motivated by the blurb to obtain the product is never surprised to discover something altogether

different from what was expected. Along the same rationale, the description of book contents should include the general theme and subject matter in the case of a non-fiction works, and, as was discussed in Chapter 2, an idea of the plot in the case of fiction books (see table 1.3). The provision of further referential information such as discussing the book message and theme, providing highlights and quotes, targeting the market, giving publisher information, providing technical specifications (particularly in the case of nonfiction books) and information on the author are helpful, but should not be seen to be essential steps to be included in such very brief blurbs as these.

As can be seen in table 3.1 below, the desirable minimum rhetorical structure for this project is thus made up of three essential moves: providing positive evaluation of the book; catching the reader’s attention by starting strongly; and providing information on the book, with this latter including two minimal steps: identifying the literary genre, and describing the book contents or plot. Positive evaluation of the author comes in closely behind as highly desirable (particularly in the case of nonfiction books). Any additional moves that can be successfully made will provide welcome support, but a blurb failing to perform these minimum steps is unlikely to successfully achieve the appellative function due to not conforming adequately to genre norms.

Table 3.1: The Minimum Rhetorical Structure for Editorial Costa Rica Book Blurbs

<b>Overtly Appellative Function</b>				
<b>Moves</b>	<b>Optional Steps</b>	<b>Essential</b>	<b>Highly Desirable</b>	<b>Optional</b>
<b>Providing positive evaluation of book</b>	1) Directly praising the book	X		
	2) Quoting endorsements of the book			X
	3) Including readers' comments			(Not an option)
<b>Providing positive evaluation of author</b>	1) Directly praising the author		X	
	1) <u>Starting strongly</u>	X		

<b>Overtly Appellative Function</b>				
<b>Moves</b>	<b>Optional Steps</b>	<b>Essential</b>	<b>Highly Desirable</b>	<b>Optional</b>
<u>Catching the reader's attention</u>	2) <u>Ending strongly</u>		X	
	3) Implying there is something fascinating only to be discovered by reading the book			X
	4) Posing questions directly to the reader			X
	5) Using a marketing-style catchphrase (set apart or in text)			X
<b>Referential Subfunction</b>				
<b>Providing information on the book</b>	1) Identifying the book genre	X		
	2) Describing the book contents or plot	X		
	3) Discussing the message/theme			X
	4) Quoting highlights			X
	5) Targeting the market			X
	6) Giving publisher information			X
	7) Providing technical specifications			X
<b>Providing information on the author</b>	1) Providing the author's biography			X
	2) Establishing the author's credentials			X
	3) Indicating the author's website			(Not an option)

In the following chapter, the criteria set out in table 3.1 will be used as the first part of the profile to analyze the rhetorical structure of a translation retaining the same moves made in the source text. When this translation fails to meet the criteria of minimum desirable moves for an effective blurb, the same profile will then be used to analyze an alternate translation which has employed omission, expansion and even the writing of new copy as necessary, such that the second version successfully meets the genre criteria, providing a functional appellative text where the first translation failed to do so.

### **3.2 Characteristics of the Ideal Target Text: Desirable Linguistic Realizations**

Having established the ideal rhetorical structure to be employed (the communicative functions to be performed), it is now necessary to come up with a model of the ideal linguistic realizations used in expressing these moves (*how* it is to be said). We have already discussed

the very broad nature of the target audience and the resulting need for the text to be highly accessible and inviting, avoiding erudite concepts and favoring direct and simple promotional discourse. In a similar approach to that employed to identify the desirable rhetorical moves to be made in the target text, we can draw on table 1.4: *Linguistic Realizations Characteristic of and Other Appellative Texts in English* as the basis from which to identify the set of linguistic realizations that should best characterize the target text given the particular socio-cultural context in which it is to be employed.

The linguistic realizations to be used are directly related to the rhetorical moves and steps that are to be achieved. Thus, the rhetorical moves of providing positive evaluation of the book and of the author, and catching the reader's attention all benefit from the use of richly evaluative language, strongly featuring adjectives, adverbs and nouns expressing positive or—when describing aspects such as the plot and the effect of the book—otherwise intense values, along with the generous use of superlatives and intensifiers. Indeed, such expressions are so well inscribed in the genre that a blurb in English *not* making extensive use of richly evaluative language to a degree that would be thought excessive in all non-promotional genre types can seem strangely unconvinced and unconvincing.

A similar essential feature is the predominant use of positive statements and the avoidance of the use of negations or negative connotations, as the text is meant to wrap the reader up in a cloud of positive good-feeling that will extend to their appreciation of the book being promoted. Equally, predominant use of present tense should be employed: as well as transmitting the feeling of being generally positive, as Vaičėnienė points out, present tense has the advantage of sounding straightforward and immediate, at the same time conveying the idea that what is said is factual, drawn directly from the “general truth” (45).

The broad international audience plus the tight word limit make the use of both simplicity of expression and economy of words essential. For this latter point, ellipsis is commonly drawn

on, in which the subject is often omitted and sentence fragments may be used, particularly for redundant phrases. Thus, as an improvement on, “In this book, you will find eleven tales...”, we can expect to find a statement like, “Eleven luminous tales of...” (see title 86 of the translation). In the case of the unusually brief target text, even repeating the title of the book or the name of the author in the body of the blurb can be seen as wasting limited space without providing any new information or contributing any appellative force to the blurb, and thus is to be avoided.

The use of second-person pronouns “you” and “your” can be used to make the reader feel directly addressed and involved in the text and this is a good resource to draw on occasionally in the blurbs, although should this be over-used, it could become somewhat heavy-handed and lose its appellative force. In a like fashion, addressing the reader with the first-person plural pronouns “we”, “our” and “us” exerts appeal by calling on the reader to identify with the text. Both types of address are fairly common devices used in the source text, and can be drawn on in the target text except when the “we” being referenced is not the inclusive “we, the readers” but an exclusive “we, Costa Ricans”. In the latter case, adaptation must be made to “Costa Rica” and “Costa Rican” so as to avoid alienating the target audience. Referencing Costa Rica can also exert the appeal of the exotic for the target audience.

The use of colloquial language, recognized by Vaičenonienė (47) and Vasiloaia (295-296) as a common strategy used in promotional texts to increase their appeal, is the one linguistic realization from the list that should not be employed, given the need to make the text accessible to such a broad, non-specialist audience. All the remaining resources identified as common linguistic realizations used in blurbs and other appellative texts serve as optional resources. They add appellative power in a range of different ways, but not all can be incorporated in the target text at once due to danger of saturation and, of course, the very limited word count. The use of imperatives, modal verbs, tropes, creative language, rhyme, rhythm, assonance, the repetition of sounds, the use of syllables and keywords, enumeration,

and synonyms all can be called on where possible to add sparkle and appeal to the text, but this must be done by inspiration, not by prescription, and these are therefore optional to the crafting of each text.

This hierarchy of linguistic realizations that are desirable to be used in the target text can be seen in table 3.2:

Table 3.2: Inventory of Desirable Linguistic Realizations to Be Used in the Target Text

		<b>Essential</b>	<b>Optional</b>
a.	Richly evaluative language	X	
b.	Predominant use of positive statements, avoidance of negative connotations	X	
c.	Predominant use of present tense	X	
d.	Simplicity of expression	X	
e.	Economy of words	X	
f.	Use of personal pronouns (we/our/us and you/your)		X
g.	Tropes: metaphor, personification, similes and hyperbole.		X
h.	Creative language including puns and wordplay		X
i.	Imperatives and modal verbs		X
j.	Rhetorical questions		X
k.	Increased reading appeal: rhyme, rhythm, assonance, the repetition of sounds etc.		X
l.	Colloquial language style		(Not an option)

This table will be used to assess the linguistic realizations employed in the first version of the translation, which mirror those employed in the target text. As was the case for the rhetorical moves, when those linguistic realizations established to be essential to the target text are not included in this first translation, a second translation will be made to improve upon this, additionally including, wherever possible, as many of the optional linguistic realizations as are needed to improve the target text in performing the appellative function.

In this chapter, the specific objective of identifying the successful characteristics of book blurbs in terms of rhetorical structure and linguistic realizations in the target socio-cultural

situation was met. To this end, the target audience, the literary genre and individual characteristics of the books being promoted, and factors intrinsic to the publication medium and layout of the target text blurbs were taken into consideration in the creation of a target text profile. This was made up of, of the one hand, a desirable minimum rhetorical structure, and on the other, an inventory of desirable linguistic realizations to be used in the target text. The resulting profile will be employed in the following chapter as a basis from which to analyze the appropriateness and effectiveness of sample translations. For each sample, a translation that remains fundamentally faithful to the source text rhetorical moves and linguistic realizations will be measured using the combined criteria set out in these two tables. When this first translation is found wanting, it will be contrasted with a second translation which has been adapted to better meet the ideal target text profile here established, and the strategies and techniques required to adapt the translation such that it meets the translation brief will be discussed.

## Chapter 4: Analysis of Samples

In this chapter, an analysis of translation samples will be made using the profile created in chapter 3 which identifies the minimum rhetorical structure and linguistic realizations appropriate to the target book blurbs. This profile will be used to discuss the degrees of translation intervention and the types of adaptations required to provide adequately functional target texts from the individual source text samples. The aim is to thus demonstrate that major adaptations both in terms of rhetorical structure and linguistic realizations—including the writing of new copy—can be required for the functional translation of Spanish to English book blurbs.

As detailed in the methodology in chapter 2, a first translation for each blurb was made with cultural references adapted to an international audience (with, for example, expressions such as *la patria* and *nuestra literatura* becoming *Costa Rica* and *Costa Rican literature*), while otherwise being limited to the use of the equivalent rhetorical structure and linguistic realizations of those contained in the source text. We also saw in chapter 2 that, when compared to the characteristics of the ideal target text, translations retaining source text rhetorical structure and linguistic realizations fell into four broad categories: those which require no significant adaptation of rhetorical moves or linguistic realizations (13.7%); those which require adaptation while remaining strongly based on the source text, requiring no external sources to be consulted (23.3%); those which require adaptation through the use of consulting external sources in order to meet the ideal profile (19.2%); and those requiring a complete re-writing based entirely on external sources in which translation can essentially be seen to be writing new copy (43.8%).

In this chapter, each of these categories will be explored and analyzed using sample blurbs chosen as representative of different observations to be made about each category type. In every case, a complete analysis of the sample will occur based on all the features of the


target profile. This will identify the level of functionality attained by the first translation, which mirrors the source text rhetorical structure and linguistic realizations. When this is found not to be successful, a second translation designed to meet the target profile will be analyzed for the types of changes that were required to arrive at a functional target text.

#### 4.1 Samples Requiring No Significant Adaptation of Rhetorical Moves or Linguistic Realizations

For 13.7% of blurbs, it was found that a relatively direct translation with a high level of fidelity to the source text in terms of rhetorical structure and linguistic realizations employed met the profile set for the ideal target text as outlined in chapter 3. In this section, two representative samples are analyzed, demonstrating how and why the texts can be seen to adequately meet the expectations of the blurb genre, and so serve as highly functional appellative texts.

##### 4.1.1 Sample 1: Title 63 – Flyaway Wings by Julián Marchena

PDF Catalog: Poetry, page 16

Original PDF Catalog Blurb – 43 words	
 <p><b>Alas en fuga</b> Julián Marchena</p> <p>ISBN 9789977239583 21 x 14 cm. 130 p. ISBN 9789977239958 21 x 14 cm. 96 p. Edición Electrónica ISBN 9789968684767 EPUB 527 KB</p> <p>Julián Marchena solamente escribió este libro, sin embargo, eso le bastó para convertirse en uno de los más grandes poetas de nuestra nación. “Toda su obra nos prepara para el vuelo supremo. El mismo título, <i>Alas en fuga</i>, nos señala las rutas por seguir”.</p>	
Translation Retaining Original Content and Style – 38 words	Adapted Translation

<p><u>This</u>, Julián Marchena's <b>sole book</b>, <b>was</b> <b>enough</b> to see him <b>recognized as one of Costa Rica's greatest poets</b>. <u>The entire work prepares us for the supreme flight, and title itself, <i>Flyaway Wings</i>, shows us the route to follow.</u></p>	<p><b>[NOT NECESSARY]</b></p>
<p><b>Linguistic Realizations:</b></p>	
<p>a) Evaluative language: <i>sole, greatest, supreme, entire, one of Costa Rica's greatest, supreme</i>  b) All statements are positive  c) All statements are in present tense  d) Simplicity of expression  e) Economy of words  f) Use of personal pronoun: <i>us</i>  g) Tropes: metaphor - flight, flyaway wings, route to follow  h) Puns and wordplay: double meaning of <i>flyaway</i>, incorporated into metaphor; Movement from <i>Sole - enough - entire</i>.</p>	

This text is an example of a successful appellative text translated with no significant rhetorical or linguistic shifts from the source text. It is very brief and yet it convincingly achieves the desirable minimum rhetorical structure, making use of all desirable linguistic realizations identified as appropriate to the target text. Positive evaluation is made both of the book (highlighted in yellow) and the author (highlighted in orange). It successfully performs the move of catching the reader's attention (underlined) with a strong start: *This* as a stand-alone phrase followed by the pause created by a comma reads as powerfully as a person walking into a room holding up the book for us to examine. It adds to this a strong end, closing with the catchphrase-style summary which invites us to see reading the book as joining in a flight of fancy. Thus the

blurb can be seen to powerfully make the move of catching the reader's attention through the use of no less than three related steps.

In terms of the referential subfunction, we are told this is the author's sole book, and the book's literary genre—poetry—is revealed through recognition of the author as a poet. This is perhaps not as clear as would be ideal, but suffices, particularly as we are further given a feel of the subject matter and mood through the especially fitting poetic linguistic realizations of metaphor and wordplay (*flight, flyaway wings, the route to follow*, and the pun in *flyaway* which at once suggests being literally ready for flight, being flighty, loose and fluttering, and being ready to escape, with *fly away* having echoes of *run away*). Thus the two moves seen to be essential to the referential subfunction, identification of book genre and description of its contents, are satisfactorily performed, and the blurb can be seen to have a rhetoric structure entirely adequate to successful performance of its function.

In terms of the linguistic realizations employed, despite all the rhetorical moves we have seen to be packed into the blurb, there remains a pleasant sparseness about it which does not feel over-loaded. Even so, the blurb manages to employ all the desirable linguistic realizations we have identified for this genre and goes on to use many more. Evaluative language includes *sole, greatest, supreme, entire, and one of Costa Rica's greatest*. All statements are positive and made in present tense, and we have already noted a simplicity of expression and economy of words in the way the genre and mood are insinuated in the description without being stated too explicitly. As we have seen, the text makes use of metaphor and wordplay to engage the reader's imagination with the idea of flying away, of escaping. It also features an interesting movement from *sole* to *enough* to *entire work*, at first emphasizing the singularity and uniqueness of the book, and then building up the feeling of the work's power and presence. Additionally, the text makes use of the first person plural, addressing the reader as "us" to create a sense of involvement and identification with the text. All in all, the text is rich in

appellative linguistic realizations and has a convincing rhetorical structure, making it an excellent example of an effective appellative book blurb.

There is one final semantic shift in the translation from the source text in terms of first person involvement that should be mentioned. First person plural address is retained when the text calls on the blurb reader to identify with all readers of the book or blurb, but where the source text mentions *de nuestra nación*, this is adapted to *Costa Rican* so as not to alienate the target audience. Thus the appellative device of calling on the source text reader to identify with the subject matter is exchanged for that of evoking the exotic interest Costa Rica may hold for the target text audience. As previously mentioned, this basic communicative adjustment was made throughout the entire translation project as part of the strategy of the first translation being meant to be communicative, an attempt at instrumental translation although being tied to the rhetoric structure and linguistic realizations used in the source text. Had it retained direct translations when the source text addresses the source audience as Costa Rican, it would have alienated the target audience from the text and made this a *documentary* translation rather than an instrumental one (Nord, “A Prospective Approach” 142).

4.1.2 *Sample 2: Title 79 – The Glorious Scar: The Costa Rican Filibuster War of 1856-1857*  
by Iván Molina Jiménez

PDF Catalog: New Patriotic Library Collection, page 19

<b>Original PDF Catalog Blurb – 66 words</b>
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**La cicatriz gloriosa.**  
**Estudios y debates sobre**  
**la Campaña Nacional:**  
**Costa Rica (1856-1857)**  
**Iván Molina Jiménez**

ISBN 9789968684439  
 25 x 17 cm. 196 p.  
 Colección Nueva Biblioteca  
 Patria. Vol. N.º 2

Un erudito conocedor de la Campaña Nacional y su época, Iván Molina Jiménez, ofrece en este libro un conjunto actualizado de sus ensayos dedicados a este hecho medular de la historia patria. Una rica compilación de documentos y escritos testimoniales de la guerra, así como el análisis de los modos de relatar ese pasado dotan a *La cicatriz gloriosa* del peso de un notable estudio historiográfico.

Translation Retaining Original Content and Style – 51 words	Adapted Translation
<p><b>Renowned</b> <b>historian on the Filibuster War</b></p> <p>Iván Molina Jiménez offers <b>an updated collection of his essays</b> on this <b>crucial event</b> in Costa Rican history. Its <b>analysis of the ways in which the story can be told</b> combined with a <b>rich compilation of documents and written testimonies of war</b> <b>endow</b> <i>The Glorious Scar</i> <b>with all the weight of significant historical research.</b></p>	<p><b>[NOT NECESSARY]</b></p>
<p><b>Linguistic Realizations:</b></p> <p>a) Evaluative language: <i>renowned, updated, crucial, rich, endow, all the weight, significant</i></p> <p>b) All statements are positive</p> <p>c) All statements are in present tense</p>	

<p>d) Simplicity of expression: appropriate to subject matter</p> <p>e) Economy of words: appropriate to subject matter</p> <p>k) Increase reading appeal: <i>ways in which, all the weight</i>; adjective noun pairs - <i>renowned historian, Filibuster War, updated collection, crucial event, rich compilation, written testimonies,</i></p>	
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While quite different in style and linguistic realizations from the previous sample, this translated blurb can also be seen to be successful in meeting the requirements of the target genre with no changes of rhetorical structure and minimal changes of linguistic realization. In terms of overtly appellative rhetorical moves, it catches the reader's attention by both opening and closing on a high evaluative notes (underlined). It makes positive evaluation of the book (highlighted in yellow). This is both direct, describing a *rich* compilation *endowed with all the weight of significant historical research* and indirect, describing the book as being about a *crucial* event. It further makes direct positive evaluation of the author (highlighted in orange). As a nonfiction book, there is emphasis on the referential subfunction, with extensive detailing of the subject matter of the book (highlighted in blue). These moves alone can be seen to satisfy the minimum rhetorical moves established as necessary for the blurb to fulfill the appellative function. Added to this is the particularly important move for nonfiction blurbs of establishing the author's credentials as an authority on the subject (highlighted in green), making this blurb more powerful still.

Similarly, all the linguistic realizations desirable to the genre are present. The blurb features positive evaluative language which is used to establish the authority of the text described, with words such as *renowned, updated, crucial, rich, endow, status, and significant*. All statements are positive and made in the present tense. In describing a nonfiction specialist text, the complexity of expression is somewhat greater than that seen in the previous sample;

however, it remains fully accessible to the non-specialist user. The same is the case for economy of words. It is not an especially brief or sparsely worded blurb, but nor is it complex or verbose. As a nonfiction blurb, it does not make use of the more creative linguistic realizations such as metaphor and wordplay, instead focusing on communicating the content of the book in a way that establishes its authority. It does, however, make use of linguistic devices to increase appeal when read aloud through the use of the rhythm and assonance of the set phrases *ways in which* and *with all the weight*, as well as multiple adjective noun pairs (*renowned historian, Filibuster War, updated collection, crucial event, rich compilation, written testimonies*). By adding to the appeal of the text, this increases its functionality. Once again, a minor communicative adaptation is made in the address to the target audience of the blurb, in which *Campaña Nacional* and *la historia patria* are translated using the strategy of explicitation to render them as *the Filibuster War* and *Costa Rican history*.



Both samples 1 and 2 can be seen to closely follow the rhetorical structure and linguistic realizations employed in the source text and at the same time to successfully meet the profile of the ideal target text. Both can therefore be seen to adequately perform the appellative function with no further intervention required on behalf of the translator.

#### **4.2 Adaptations Not Requiring External Sources**

In this section, we will examine three samples representing the 29.5% of blurbs in this category, which require minor adaptation of a variety of aspects to meet the target profile. While some new content may be added in terms of evaluative language and changes of metaphor, these texts do not require the use of outside sources in order to arrive at a functional target text and thus can be seen to be strongly based on the source text.

4.2.1 Sample 3: Title 86 – Firefly Tales by Ani Brenes

PDF Catalog: Children’s and Teens’ Literature, page 20

<b>Original PDF Catalog Blurb – 35 words</b>	
 <p><b>Cuentos con alas y luz</b>  <b>Ani Brenes</b>            ISBN 9789977239521            21 x 16 cm. 86 p.            PREMIO CARMEN LYRA 1998</p> <p>En este libro encontrarás once cuentos llenos de luz, mariposas, luciérnagas y arco iris, así como aventuras e historias divertidas que invitan a la reflexión sobre temas cotidianos de los niños y de los adultos.</p> 	
<b>Translation Retaining Original Content and Style – 29 words</b>	<b>Adapted Translation – 25 words</b>
<p>In this book you will find <b>eleven tales full of light, fireflies, butterflies and rainbows, adventure and fun</b>, which <b>invite reflection on everyday themes</b> by children and adults alike.</p>	<p><b>Eleven luminous tales of fireflies, butterflies and rainbows, adventure and fun</b>, which <b>invite</b> children and adults alike <b>to view the everyday with wonder and delight</b>.</p>
<b>Linguistic Realizations:</b>	<b>Changes in Linguistic Realizations:</b>
<p>a) Evaluative language: <i>full of light, adventure, fun</i>            b) All statements are positive            c) All statements use present tense            d) Simplicity of expression            e) Economy of words: Redundant opening phrase            f) Use of personal pronouns: <i>you will find</i></p>	<p>a) Evaluative language: <i>full of light</i> for <i>luminous, wonder, delight</i>            e) Economy of words: elimination of redundant phrase            f) Omission of use of <i>you</i></p>


In this sample, both translations make the same referential moves describing the genre (*children’s tales*) and the contents of the book (all highlighted in blue). They also both make broadly similar moves in terms of providing positive evaluation of the book (highlighted in yellow), although the second translation can be seen to deliver a more intensely positive and appealing version of this by substituting the rather somber sounding *invite reflection on*

*everyday themes* of the first translation with *to view the everyday with wonder and delight*. Where they differ in terms of rhetorical moves is in catching the reader's attention through opening and closing strongly. This fails in the first translation due to the use of a redundant opening phrase, *In this book you will find*. This is substituted in the second translation by the much stronger *Eleven luminous tales*, which embeds the positive evaluation of the book with identification of its literary genre. As well as having some nice assonance in its favor, this phrase establishes an economy of words absent in the first translation, although at the expense of sacrificing the optional appellative device employed in the first translation of direct address to the reader (*you*).

Overall, this example shows how the need to adapt rhetorical moves can involve tweaking linguistic realizations to result in a much more functional target text than that delivered by retaining source text characteristics. In particular, adjustments made to ensure blurbs open and close strongly was a common strategy employed to increase text functionality.

#### 4.2.2 Sample 4: Title 61 – Selected Poetry by Ana Istarú

PDF Catalog: Poetry, page 16

<b>Original PDF Catalog Blurb – 25 words</b>	
 <p><b>Poesía escogida</b> <b>Ana Istarú</b> ISBN 9789977239552 21 x 14 cm. 158 p. ISBN 9789977239958 21 x 14 cm. 96 p. Edición Electrónica ISBN 9789968684651 EPUB 595 KB Antología de los mejores poemas de la internacional poetisa. Sexualidad, muerte, mujer, maternidad, esos son algunos de los temas que aborda con valentía y pasión.</p>	
<b>Translation Retaining Original Content and Style – 23 words</b>	<b>Adapted Translation – 34 words</b>

<p>An anthology of the internationally-acclaimed writer's best poems. Sexuality, death, women, and maternity: these are some of the themes she explores with courage and passion.</p>	<p>Charged with erotic energy and raw sensuality, this collection brings together the best of Ana Istaru's internationally-acclaimed poetry where sex, death, women, and maternity are explored with lyrical, honest passion.</p>
<p><b>Linguistic Realizations:</b></p>	<p><b>Changes in Linguistic Realizations:</b></p>
<p>a) Evaluative language: <i>internationally-acclaimed, best, courage and passion</i>  b) All statements are positive  c) All statements use present tense  d) Simplicity of expression  e) Economy of words: redundant phrase</p>	<p>a) Additional evaluative terms: <i>charged with erotic energy and raw sensuality, lyrical, honest</i>   e) Economy of words: improved</p>



With a source text of just 25 words, this is the briefest blurb in the whole catalog. Even so, the first translation, which closely echoes the source text and is even briefer, very nearly meets the minimum rhetorical structure. It provides positive evaluation of the writer (highlighted in orange) and of the work (highlighted in yellow). The blurb additionally performs the essential referential rhetorical moves of giving information as to text genre and content (highlighted in blue). It does, however, fail to make the essential step of catching the reader's attention through opening strongly, instead beginning weakly with bald referential move (*An anthology*) that goes begging for the positive qualifier that we would normally expect in this genre.

In terms of linguistic realizations, the first translation also very nearly meets the target text profile. It uses positive evaluative language and all statements are in positive present tense. It employs simplicity of expression, and it ends strongly. However, it includes the long redundant phrase *these are some of the themes*, which compromises the economy of words and weakens the appellative force of the text.

Thus, while the first translation is nearly adequate to its function, it is improved upon in the second translation through the essential rhetorical move of catching the reader's attention by opening strongly, adding this to the optional step of finishing strongly which is performed in both translations (underlined). Linguistic realizations are altered to avoid redundant phrases and to ramp up positive evaluation (*charged with erotic energy and raw sensuality, lyrical, honest*), so delivering a blurb of much greater appellative force which successfully meets the target profile of a functional text.

#### 4.2.3 Sample 5: Title 58 – Transatlantic by David Cruz

PDF Catalog: Poetry, page 15

<b>Original PDF Catalog Blurb – 49 words</b>	
 <p><b>Trasatlántico</b> David Cruz</p> <p>ISBN 9789977239880 21 x 14 cm. 72 p.</p> <p>PREMIO MESOAMERICANO DE POESÍA LUIS CARDOZA Y ARAGÓN 2011</p> <p>Estamos ante la movilidad de un trasatlántico que es, al mismo tiempo, una brújula inmóvil. La invitación al viaje que propone este trasatlántico se convierte, de este modo, en una invitación a la lectura: el espectáculo de una voz que nos revela en voz baja los avatares de su memoria.</p> 	
<b>Translation Retaining Original Content and Style – 43 words</b>	<b>Adapted Translation – 39 words</b>
<p>We are presented with the mobility of a transatlantic vessel which, at the same time, serves as a fixed compass. <b>The invitation to travel proposed here becomes</b></p>	<p><b>Adventurous, wide-ranging poetry wandering over space and time</b> with the mobility of a transatlantic vessel. We are <b>invited to take up the helm</b> on our own <b>journey of interpretation,</b></p>

<p>an invitation to read; we are drawn in by a voice murmuring the vicissitudes of memory.</p>	<p>drawn in by a voice murmuring the vicissitudes of memory.</p>
<p><b>Linguistic Realizations:</b></p>	<p><b>Changes in Linguistic Realizations:</b></p>
<p>a) Evaluative language: none  b) All statements are positive  c) All statements use present tense  d) Simplicity of expression: linguistic and semantically complex  e) Economy of words: acceptable to literary genre  f) Use of personal pronoun: <i>we are presented, we are drawn in</i>  g) Tropes: Metaphor – <i>transatlantic vessel, mobility, fixed compass, travel, voice murmuring</i> (reminiscent of the sea)  k) Increased reading appeal: <i>murmuring vicissitudes of memory</i></p>	<p>a) Evaluative language: <i>adventurous, wide-ranging</i>  d) Simplification of complex structure and semantics  f) Use of personal pronoun: <i>we are invited, our own</i>  g) Extension of metaphor: <i>adventurous, wide-ranging, wandering, take up the helm, journey</i> (although omitting <i>fixed compass</i>)</p>

Here, the first translation fails to achieve functionality in terms of rhetorical structure, being almost entirely devoid of overtly appellative moves. It provides only weak, obliquely-made positive evaluation with the somewhat confusing *invitation to travel* and in affirming the book's power to *draw us in*. It can be seen to close acceptably with the optional appellative step of catching the reader's attention through some interesting imagery (underlined), but it lacks convincing referential rhetorical moves, with no recognition of the book's literary genre, and a somewhat cryptic reference to the theme and possible contents of the book through the metaphor employed. Even this is made more labored than necessary by a complex and rather hard to decipher first line. The opening phrase *we are presented* also sounds somewhat redundant (to have translated it as something like *we find ourselves before* could work better in terms of conjuring up the metaphor more evocatively, but also increases the semantic complexity of an already difficult first line). On the whole, the translation points to being derived from a source text which at best addresses an audience that is assumed to be more erudite

and sophisticated than the target audience. It is therefore desirable to lower the level of complexity to achieve a more readily accessible and thus more appealing target text.

As this blurb is promoting a book of poetry, the linguistic realizations used can arguably be seen to be given more emphasis than a blurb for a fiction book. This is as part of what the blurb may try to model is the feel and creativity of the language found in the book itself. It is therefore perhaps not surprising that there is more use made of the optional range of linguistic realizations (see *table 3.2: Hierarchy of Desirable Linguistic Realizations to be Used in the Target Text*) in this type of blurb. This is precisely what we see in the source text and indeed both target text versions of this sample blurb. The problem with the first translation of the blurb, however, is that it takes up these optional devices—the use of metaphor, addressing the reader with the third person pronoun, and the artful repetition of sounds—so enthusiastically that it fails to make those linguistic realizations classified as essential. No positive evaluative language is used, and the text is both semantically and linguistically complex.

In contrast, the second translation opens with strong, positive evaluation of the book (*adventurous and wide-ranging*, highlighted in yellow), and then goes on to directly identify its literary genre as poetry (highlighted in blue). This is essential sign-posting which orients the reader in interpreting the poetic nature of the metaphor used for the rest of the blurb as a clue to the contents that can be expected of the book. The first translation declares *the invitation to travel proposed here becomes an invitation to read*—a semantically and linguistically awkward phrase, as well as a decidedly anticlimactic proposition. In contrast, in the second translation, *we are invited to take up the helm of our own journey of interpretation*. This version more directly points to the positive engagement the reader can expect with the text. Appropriately sign-posted as it is in the second blurb by the direct identification of the book genre, the use of metaphor can be seen to make the rhetorical move of indicating the book contents, so creating an appellative effect for poetry lovers in mimicking what can be expected inside the book itself.

The second translation not only retains the essence of poetic linguistic realizations made in the first translation, but develops these even further. It adds strong positive evaluation to clarity as to the book's literary genre, so better signposting its appeal. It simplifies the blurb while transmitting its poetic flavor, thus maximizing its appellative effect for poetry lovers. The second translation can therefore be seen to achieve a functional target text while the first fails to do so.

The main interventions made in this text are thus adapting the text to at once open strongly, specify the literary genre of the book and provide positive evaluation, a major change in text functionality achieved by adding just three words to the blurb's beginning. Additionally, linguistic realizations were adjusted to make the blurb more accessible and ultimately more functional.

In the previous three samples, we have examined how the texts required adaptations to improve their performance of the appellative function while still remaining closely related to the source text material. Changes included adapting the texts to catch the reader's attention by opening strongly, providing positive evaluation of the book, identifying the book genre and its contents in a way that is appealing to the target audience. In other cases, it involves tweaking linguistic realizations by including more evaluative language, removing redundant phrases, reducing the level of complexity, removing negative connotations, and changing source text metaphors to others which better achieve the appellative function in the text as a whole.


### **4.3 Adaptations Using External Sources**

In the previous section, we saw how adaptations to increase the functionality of proposed target texts were made without requiring the use of external source material. In this section, we will analyze three samples requiring greater degrees of intervention in that the source text is further removed from the target text profile, and thus requires drawing on external

source material to fill in the gaps that are missing to achieve a functional target text. This was the case for 34.2% of blurbs, the largest group. This process often involves the omission of sections of the source text that were found not to promote the appellative character of the target text, also requiring that research be undertaken to uncover alternate sources of information on which to base new content included in the target text.

4.3.1 Sample 6: Title 28 – Carmen Lyra: Selected Short Stories by Carmen Lyra

PDF Catalog: Short Stories, page 9

<b>Original PDF Catalog Blurb – 28 words</b>	
 <p><b>Narrativa de Carmen Lyra. Relatos escogidos Carmen Lyra</b> ISBN 9789977239798 21 x 14 cm. 198 p. Edición Electrónica ISBN 9789968684231 EPUB 601 KB En esta obra se compilan un total de dieciocho relatos de la escritora costarricense Carmen Lyra, todos ellos publicados en diarios y revistas entre 1911 y 1936.</p>	
<b>Translation Retaining Original Content and Style – 27 words</b>	<b>Adapted Translation – 40 words</b>
<p>This work collects a total of 18 short stories by the Costa Rican author Carmen Lyra, all originally published in newspapers and magazines between 1911 and 1936.</p>	<p>An eloquent collection of vivid short stories by the iconic Costa Rican author Carmen Lyra. All originally published in the early 1900s, these stories paint a richly detailed and often critical portrait of life in Costa Rica at that time.</p>
<b>Linguistic Realizations:</b>	<b>Changes in Linguistic Realizations:</b>

a) Evaluative language: none b) All statements are positive c) All statements use present tense d) Simplicity of expression: good e) Economy of words: good	a) Evaluative language: <i>eloquent, vivid, richly detailed, critical</i>  g) Tropes: metaphor – <i>paints a picture</i>
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In this example, the second translation can be seen to essentially include all source text material, while adding further content in order to achieve the complete range of rhetorical moves required by the target profile. The first translation is a blurb entirely made up of information, detailing the origin of the author (highlighted in green), the literary genre and the contents of the book, including important information on when the contents were originally published, and—perhaps less importantly—the medium used (all highlighted in blue). It employs the full range of desirable linguistic realizations appropriately, with the exception that it fails to include evaluative language altogether. This means the blurb also fails to perform the crucial move of providing positive evaluation of the book. Indeed, there are no overtly appellative moves performed in this blurb at all, with no steps taken to catch the reader’s attention, to praise the book, nor to praise the author.

The second translation remedies these short-comings by adding the necessary evaluative language and rhetorical moves. It catches the reader’s attention by opening strongly (underlined) with positive evaluation of the book, later strengthening this with the metaphor that the stories *paint a richly detailed and often critical portrait* (all highlighted in yellow). It additionally adds positive evaluation of the author, described as iconic (highlighted in orange). It omits both the number of stories included in the book and the information of the medium in which the stories were originally published as lacking in appellative value. Similarly, it generalizes the information as to when the stories were published. This is adapted from the very specific *between 1911 and 1936* of the first translation reflecting the information contained

in the source text, to the more general *in the early 1900s*. This approach marks the difference between the referential feel of the first translation and, indeed, of the source text, and the appellative feel of the second translation, which only includes information that is calculated to be appealing to the target audience.

In order to add appropriate content to the second translation, the Editorial Costa Rica online catalog was consulted. The PDF source text was one of the 50.7% of PDF blurbs that had been extracted from the longer version on the online catalog. In this instance, the online blurb can be seen to continue with this referential style, providing little content of use in adding positive evaluation to the text. The author was looked up online, revealing a wealth of information and articles which were scanned and skim-read to get a feel for the author's standing, already well-known to the translator to be of iconic status in Costa Rica. An article on the book by Andrea Solano was read online, providing more specific information on the book's contents and giving a feel for its positive qualities. Additionally, a physical copy of the book was obtained and skim-read, revealing that the "*Nota de la editora*", by Marianela Camacho Alfaro, was the original source for both the PDF and the online blurbs. This did include the positive evaluation of the book that both the blurbs extracted from it had lacked, and this too served as new source material for the evaluation added in the second translation.

#### 4.3.2 Sample 7: Title 7 – The Evil Genie by Rafael Ángel Herra

PDF Catalog: Literary Fiction, page 5

<b>Original PDF Catalog Blurb – 34 words</b>
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**El ingenio maligno**  
**Rafael Ángel Herra**

ISBN 9789968684446

21 x 14 cm. 186 p.

El genio Aldebarán cuenta una misma historia que se repite sin cesar y que, sin embargo, cambia cada vez que la cuenta: un hombre espera junto al río... Esta espera es dramática y sorprendente.

Translation Retaining Original Content and Style – 29 words	Adapted Translation – 43 words
<p>Aldebaran the genie endlessly repeats the same story, and yet it changes with each retelling: A man waits by a river . . . with dramatic and surprising results.</p>	<p>Aldebaran the genie endlessly repeats the same story, and yet it changes with each retelling: A man waits by a river . . . with dramatic and surprising results. An audaciously witty, creative novel which will make you think—and then think again.</p>
<p><b>Linguistic Realizations:</b>            a) Evaluative language: <i>endlessly, dramatic, surprising</i>            b) All statements are positive            c) All statements use present tense            d) Simplicity of expression            e) Economy of words – elision</p>	<p><b>Changes to Linguistic Realizations:</b>            a) Evaluative language: audaciously witty, creative            f) Personal pronouns: <i>you</i></p>

In this example, the first translation echoes the source text in making use of all linguistic realizations recognized as essential: it uses positive evaluative language, all statements are made using positive present tense, and it shows simplicity and economy of expression. In terms


of rhetorical structure, the blurb catches the reader's attention by starting strongly with an introduction to the characters and story, by using elision to engage the reader's imagination, and by ending strongly (underlined). It makes positive evaluation of the book (*dramatic* and *surprising*, highlighted in yellow). The literary genre of the book is strongly implied rather than stated; however, this step can be seen as acceptable when in fact the genre fits the default category of literature as it does here.

In fact, the first blurb can be seen to be based on the first three moves made in the "formula" frequently employed in fiction blurbs and recommended for writing these by the Author Society, Bacon and Canizares (see table 1.3). This formula proposes the blurb should introduce the characters, the situation and the problem, then imply a 'twist' that will drive the plot (*with dramatic and surprising results*). This first target text therefore could very nearly be seen to acceptably achieve the text function, satisfactorily deploying the target rhetorical structure and the desirable linguistic realizations. The problem is it lacks the powerful final step of the formula: closing with a catchphrase (Move 3, Step 5), which describes the book's genre and mood in a way that catches the reader's attention and embeds positive evaluation. This is precisely the line added in the second translation, which at once explicitly identifies the book's literary genre (*a novel*, highlighted in blue), adds positive evaluation of the book (*audaciously witty, creative, will make you think* highlighted in yellow), and includes yet another device to catch the attention (*—and think again*, underlined). In order to add appropriate content, a copy of the book itself was attained and skim-read. Searching online brought up a review by Benedicto Viquéz Guzman which was read to gain a feel for the book's positive qualities. The fourteen additional words resulting from this process increase the blurb's appeal and create a more fully-realized, functional target text. This strategy of adding a final marketing-style catchphrase was employed in a number of blurbs in this category to achieve target text functionality.

4.3.3 Sample 8: Title 44 – The Afro-Caribbeans of Costa Rica by Quince Duncan and Carlos Meléndez

[Selected passages translated under the title *Blacks in Costa Rica* by Jada A. Bradley in 2001],

PDF Catalog: Nonfiction, page 13

<b>Original PDF Catalog Blurb – 45 words</b>	
 <p><b>El negro en Costa Rica</b> Quince Duncan y Carlos Meléndez ISBN 9789977239668 21 x 14 cm. 278 p. Edición Electrónica ISBN 9789968684194 EPUB 680 KB La conjunción del historiador Carlos Meléndez y el narrador Quince Duncan, ha dado lugar a una obra que constituye el primer trabajo histórico-social de envergadura acerca de un grupo étnico cuya participación en la vida de nuestro país debe conocerse en toda su extensión e implicaciones.</p>	
<b>Translation Retaining Original Content and Style – 29 words</b>	<b>Adapted Translation – 37 words</b>
<p>Historian Carlos Meléndez and writer Quince Duncan join forces to carry out the first socio-historical investigation of this ethnic group whose place in Costa Rican history deserves full recognition.</p>	<p>Acclaimed Afro-Caribbean writer Quince Duncan and renowned historian Carlos Meléndez join forces to create this powerful investigation of a long-suffering ethnic group whose place in Costa Rica—past, present and future—deserves full recognition and celebration.</p>
<b>Linguistic Realizations:</b>	<b>Changes in Linguistic Realizations:</b>
<p>a) Evaluative language: <i>the first, full, deserves recognition</i> b) All statements are positive c) All statements use present tense d) Simplicity of expression</p>	<p>a) Evaluative language: <i>acclaimed, renowned, powerful, long-suffering, celebration</i></p>

e) Economy of words g) Trope: <i>join forces</i>	k) Increased reading appeal: <i>past, present and future</i>
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Here once again, in reflecting the rhetorical moves and linguistic realizations employed in the source text, the first translation fails to provide convincing positive evaluation of the book, and hence, the blurb itself must be seen to fail. Overtly appellative moves are weakly made, if at all. The blurb catches the reader's attention indifferently by opening moderately weakly with referential information about the authors (highlighted in green) but no positive evaluation, although going on to close acceptably strongly with a positive concept establishing the importance of the books subject matter (*deserves full recognition*). The only positive evaluation attempted of the book itself, as *the first* [investigation], is unlikely to exert much appeal to the target audience, to whom the subject matter is most certainly new in any case. The first translation can thus be seen to fail to convincingly perform any of the overtly appellative moves recognized to be essential, neither praising the book, nor the authors, nor catching the reader's attention by starting strongly.

The second translation addresses these issues by providing positive evaluation of the book (described as *powerful*, highlighted in yellow) and of the authors (highlighted in orange, *acclaimed, renowned*), while additionally strengthening the start to the blurb. Increased use of evaluative language throughout the blurb (*acclaimed, renowned, powerful, long-suffering, celebration*) raises positive feeling and interest. In terms of the referential subfunction, information is given on the authors in both translations (highlighted in green), although this is significantly increased in the second version with the information that the Quince Duncan belongs to the ethnic group under investigation. This information adds to the appeal of the blurb by effectively achieving Move 5, Step 2, (*providing information on the author: establishing the author's credentials*). In deference to this, and additionally reflecting the greater appeal an

*acclaimed writer* may have for the general reader over a *renowned historian*, the ordering of the authors is changed to list Quince Duncan first, thus opening the blurb more strongly.

In a similar vein, the information provided on the book in the two translations differs. The first translation is faithful to the source text in describing the book as *the first socio-historical investigation*, while the second translation omits this information: *the first* was regarded as not relevant to the target audience for whom the subject matter is almost certainly new in any case; on the other hand, *socio-historical* was eliminated for being both redundant as well as unnecessarily specialized to have much appeal to the broad base of readers to whom the target text is directed. While the second translation appears to be substantially different in terms of information included, in fact this is the only omission occurring in the text. All other changes in the source text are the result of content being added, such as the element of attention-catching intrigue with the addition of *long-suffering*. The inclusion of new information required outside investigation on the part of the translator, in a process that included obtaining a copy of the book, skim-reading it with significant sections read in their entirety. “El negro en la Costa Rica de hoy”, a related article by Quince Duncan found online, was also read. Most useful of all in this case, was accessing Editorial Costa Rica’s online blurb for this same title. As was the case for 50.7% of the PDF blurbs, the online Editorial Costa Rica blurb was found to be the source from which the PDF version was derived. Analysis of this 99-word blurb using the same system we have used to examine our samples reveals the presence of the very rhetorical moves lacking in the shortened PDF version:

La conjunción feliz de un historiador tan brillante y conocido como Carlos Meléndez y el narrador de origen limonense, Quince Duncan, ha dado lugar a una obra entre cuyos méritos no es el menos principal constituir el primer trabajo histórico-social de envergadura acerca de un grupo étnico cuya participación en la vida de nuestro país debe conocerse en toda su extensión e implicaciones,

ya que los **trabajadores inmigrantes que procedían de Jamaica y otros puntos de la zona del Caribe llegaron a ser a lo largo de sus descendientes, son y serán por siempre, parte indivisible del nosotros nacional.** (Rev. of “El negro en Costa Rica”)

Here we see that the long version of the blurb catches the reader’s attention by opening strongly with a phrase embedding multiple rhetorical moves (underlined). It provides strong positive evaluation of one of the authors (highlighted in orange) and establishes the credentials of the other (highlighted in green). The blurb later provides much stronger evaluation of the book itself than that seen in the PDF text, using much richer evaluative language (highlighted in yellow). All of this information was drawn on to improve the second translation. The online blurb additionally provided the source input for changing *whose place in Costa Rican history* to *whose place in Costa Rica—past, present and future*. This has the advantage of reading better and sounding grander. Similarly, the justification of the book offered in the second translation is extended from *full recognition* to *full recognition and celebration*, mimicking the feel of the online blurb and closing more strongly with an even more positive concept.

Thus, this sample shows how drawing on outside sources—with preference given to a those so closely related to the source text as Editorial Costa Rica’s online blurb for the same title—can increase the target text’s appeal, allowing a new version that meets the profile established for an effective target text when one limited to the information contained in the source text would fail to do so.

We have seen in this section how texts lacking the rhetorical structure and related linguistic realizations expected of the target text had these features added through research into each text, involving seeking the online version of the blurb, obtaining a copy of the book described and searching for reviews. Similarly, content not found to promote the appellative



function of the text was omitted in favor of new content that did, while wherever possible content that did suit the function of the target text was preserved in the second translation.

#### 4.4 Translation as Writing Copy

In this final section, the process of adapting more and more elements of the source text reaches the point where so little of this text remains that it must be admitted that the translation involves simply writing new copy. This process was necessary for 64 blurbs (43.8%). As we shall see in the analysis of the following five samples, this occurs when the source text fails to deliver enough salvageable material that can be employed to create a functional appellative text. Essentially the same process can be seen to occur as that of the previous section, with the difference being that less of the source content was suitable for incorporation in a functional appellative text and consequently, more external source material is required to construct a successful target text.

##### 4.4.1 Sample 9: Title 82 – The Path to the Sea by José Fernando Álvarez

PDF Catalog: Children’s and Teens’ Literature, page 20

Original PDF Catalog Blurb – 37 words	
 <p><b>Caminito del mar</b>  <b>José Fernando Álvarez</b>            ISBN 9789977239941            21 x 16 cm. 84 p.            PREMIO CARMEN LYRA 1998</p> <p>Como un juego entre la realidad y la fantasía, esta historia de aventuras que van tejiendo, nos lleva en un recorrido por esas primeras etapas de nuestra vida en las cuales descubrimos el mundo paso a paso.</p> 	
Translation Retaining Original Content and Style – 33 words	Adapted Translation – 31 words

<p><u>Like a game between fantasy and reality</u>, this story of <u>unfolding adventures</u> takes us on a <u>tour</u> of <u>the first stages of our lives</u> in which <u>we discover the world, step by step.</u></p>	<p><u>With imagination, sparkle and laugh-aloud humor</u>, this <u>enchanted</u> children's play acts out <u>the unfolding adventures of a group of eccentric characters as they discover friendship on their path to the sea.</u></p>
<p><b>Linguistic Realizations:</b></p>	<p><b>Changes in Linguistic Realizations:</b></p>
<p>a) Evaluative language: <i>unfolding, first</i>  b) All statements are positive  c) All statements use present tense  d) Simplicity of expression  e) Economy of words: acceptable  f) Use of personal pronouns: <i>us, our, we</i>  g) Tropes: Simile - <i>like a game between fantasy and reality</i>. Metaphor - <i>Take us on a tour - unfolding adventure - a tour - first stages of our lives – discover the world – step by step</i></p>	<p>a) Evaluative language: <i>imagination, sparkle, laugh-aloud humor, enchanted, unfolding, eccentric</i>   f) Use of personal pronouns is omitted  g) Omission of simile and change of metaphor - <i>play- acts out</i></p>

In this sample, the only elements of the source text retained in the second translation are the words *unfolding adventures* and *discover*, with a translation strategy taken up involving significant adaptation to the point of writing new copy in order to arrive at a functional target text. While it appears that the first translation makes a valiant attempt at the right rhetorical moves and linguistic realizations, it does not manage to deliver a successfully appellative text. Although the first and most essential rhetorical move in our recommended structure is positive evaluation, none is provided but the ambiguous description of the book as being *like a game between fantasy and reality* and the implied positive quality in the story's ability to *take us on a tour*. The second translation resolves this by opening the blurb with emphatic positive evaluation (*With imagination, sparkle and laugh-aloud humor*), quickly following this up with another positive adjective, (*enchanted*, all highlighted in yellow). Both translations catch the


reader's attention by opening strongly (underlined), however the second one has the advantage of embedding positive evaluation of the book in place of simply relating it to a vague if appealing image. Both close strongly, although drawing on entirely different content to do so.

In the first translation we are presented with referential moves about the text couched in appealing language, but not quite attaining the correct informational note. The blurb begins with the vague simile *like a game between fantasy and reality*, which may be meant to be praise or may be a description of contents. It is a phrase which might be appealing of itself, but is unclear as to what literary genre is being described. The book is then described as *a story of unfolding adventures which takes us on a tour of the first stages of our lives*, leading us to assume this is perhaps a children's chapter book, but the reader cannot be certain. It sounds intriguing, but is also confusing, ambiguous, and ultimately misleading: research revealed the text is not a story, and it does not *take us on a tour of the first stages of our lives in which we discover the world step by step*. It is rather *a children's play that acts out the unfolding adventures of a group of eccentric characters as they discover friendship on their path to the sea*, as we are correctly informed in the second translation. Once again, this research first involved looking up the title on Editorial Costa Rica's online catalog. This was one of the 28.8% of titles for which the online blurb and the PDF blurb are identical, so there was no new information found directly in the online blurb itself. There is, however, a subtitle indicating that the book belongs to the genre of "*teatro infantil*". Additionally, the catalog offers a 10-page electronic extract of the book's first ten pages (Rev. of "Caminito del mar"). While this confirmed the book is indeed a children's play, it did not provide enough information to ascertain whether the book includes other contents, nor could it resolve the ambiguity of the title in terms of whether it meant some variation of "Path *in* the Sea" or "Path *to* the Sea". A physical copy of the book was attained and read in its entirety, enabling the resolution of all translation doubts and thus the writing of the second translation.

This change of information and rhetorical moves led to the adaptation of many of the successful linguistic realizations contained in the source text and thus the first translation for a separate set of equally successful ones in the second translation, which make a better fit with the content. The metaphor of a *tour of step-by-step discovery* is thus exchanged for *acting out a play*. While the first translation makes use of the device of addressing the reader with the inclusive *we*, this is sacrificed in the second translation to describe the adventures of the characters, a vital referential move and thus a more efficient use of the blurb's limited word count. As well as clearly identifying the book's literary genre and providing an idea of its contents, the second translation more effectively sells the book by loading the description with positive evaluative language, making this easily the more effective appellative text, even if achieved at the expense of sacrificing fidelity to the source text.

4.4.2 Sample 10: Title 38 – Down All the Farm Paths by María Mayela Padilla

PDF Catalog: Historical Nonfiction, page 12

<b>Original PDF Catalog Blurb – 42 words</b>	
 <p><b>Por los trillos de la finca</b>  <b>María Mayela Padilla</b>            ISBN 9789977239613            21 x 14 cm. 176 p.  <i>Por los trillos de la finca es una obra en la que su autora tiene la virtud de ir contando, con su amena voz, sus vivencias de niña y adolescente en su amado terruño, en la región de San Ignacio de Acosta.</i></p>	
<b>Translation Retaining Original Content and Style – 33 words</b>	<b>Adapted Translation – 31 words</b>

<p><i>Down All the Farm Paths</i> is a work in which the author <b>appealingly</b> narrates her experiences growing up in her beloved homeland in the San Ignacio de Acosta region of rural Costa Rica.</p>	<p>The <b>engaging</b> <u>anecdotes</u> of a girl growing up on a Costa Rican coffee plantation, <b>capturing</b> the traditions and characters of a disappearing world in <b>memorable</b> vignettes <b>told with freshness and charm</b>.</p>
<p><b>Linguistic Realizations:</b></p> <ul style="list-style-type: none"> <li>a) Evaluative language: <i>appealingly, beloved</i></li> <li>b) All statements are positive</li> <li>c) All statements are in present tense</li> <li>d) Simplicity of expression</li> <li>e) Economy of words: poor - <i>Down All the Farm Paths is a work in which the author</i></li> </ul>	<p><b>Changes in Linguistic Realizations:</b></p> <ul style="list-style-type: none"> <li>a) Evaluative language: <i>engaging, capturing, disappearing, memorable, freshness, charm</i></li> <li>e) Economy of words</li> </ul>

Here the first translation can be seen to provide fairly weak positive evaluation of the author (highlighted in orange, *the author appealingly narrates*), information on the contents of the book, and implicit recognition of the book genre (highlighted in blue). Positive evaluation of the book itself does not occur, a move recognized as essential to the profile of an effective target text. Additionally, the blurb opens weakly, with the first twelve words (*Down All the Farm Paths is a work in which the author*) providing no new information and thus representing a wasted opportunity to engage the reader's interest.

In contrast, the second translation catches the reader's attention by opening strongly (underlined) with the essential move of positive evaluation of the book, which it later reinforces with other phrases (highlighted in yellow). It further closes strongly by providing positive evaluation of the author (highlighted in orange: she tells the story *with freshness and charm*). The second translation corrects the redundant phrases in the first, and goes on to exploit the resulting economy of words to triple the number of evaluative adjectives included in the blurb.



Thus, while the first translation essentially fails to deliver, the second can be seen to meet the profile of a functional appellative text.

In terms of the treatment of cultural information included in the source text phrase *en la región de San Ignacio de Acosta*, following the strategy already outlined of communicative translation, the first translation makes an attempt at resolving the problem of the geographic information culturally unavailable to the target audience through the strategy of explicitation, therefore rendering the translation as *in the San Ignacio de Acosta region of rural Costa Rica*. The second translation takes the more dramatic approach, omitting the name of the region altogether and instead supplying the deeper cultural implications this name may call to mind in the source text audience (*a Costa Rican coffee plantation, the traditions and characters of a disappearing world*).

Thus, while the first translation, faithful to the rhetorical moves and linguistic realizations contained in the source text, can be seen to fail, the second translation successfully meets the model of an appellative text through the significant transformation of both rhetorical structure and linguistic realizations as required. Not only this, but the second translation sees the translator empowered to omit information lacking value for the target audience to instead use new content which is meaningful and evocative to them. In order to generate this new content, a copy of the book was obtained, it was skim-read with significant sections read in their entirety to get a feel for its positive features. Additionally, the blurb for this same title was sought on Editorial Costa Rica's online catalog. This revealed it to be another of the 50.7% of the blurbs that were directly extracted from longer versions on the online catalog. In this case, the longer online blurb, a 158-word endorsement by Enrique Tovar, can be seen to better meet the ideal profile of a successful target blurb than does the PDF version, providing more positive evaluation and more vital information about the book which were drawn on to amplify and inform the second translation.

4.4.3 Sample 11: Title 102 – Pedro and his Magical Puppet Show by Carlos Rubio

PDF Catalog: Children’s and Teens’ Literature, page 23

<b>Original PDF Catalog Blurb – 32 words</b>	
 <p><b>Pedro y su teatrino maravilloso</b>  <b>Carlos Rubio</b>            ISBN 9789977239200            21 x 16 cm. 156 p.            PREMIO CARMEN LYRA 1990</p> <p>Este libro conjuga una serie de historias mágicas que acercan al niño al mundo de la imaginación. Es una obra creativa que utiliza los recursos más actuales del arte para la infancia.</p> 	
<b>Translation Retaining Original Content and Style – 28 words</b>	<b>Adapted Translation – 42 words.</b>
<p>A collection of magical stories which draw the child into the world of the imagination. A creative work which uses the most modern resources available for children’s literature.</p>	<p>Pedro has a magical puppet show with no puppets, yet when he tells his stories, people see talking animals, unforgettable heroes and smiling villains. . . . An enchanting book using simple, engaging language and picture poetry to draw children into a world of imagination.</p>
<b>Linguistic Realizations:</b>	<b>Changes in Linguistic Realizations:</b>
<p>a) Evaluative language: <i>magical, the world of the imagination, creative, the most modern</i>            b) All statements are positive            c) All statements use present tense            d) Simplicity of expression            e) Economy of words</p>	<p>a) Evaluative language: <i>magical, unforgettable, smiling, enchanting, simple, engaging</i></p>

Here the first translation makes what appears to be a reasonable attempt at establishing a functional appellative text. The full set of minimum desirable linguistic realizations are reasonably well deployed, although they could easily be improved upon, for example, by qualifying *collection* with an adjective such as *charming*, *enchanting*, or *delightful*. In terms of the rhetorical structure, an acceptable job could also be seen to be performed, particularly in terms of positive evaluation made of the book (highlighted in yellow) and the referential move establishing the text genre (*a collection of [...] stories [for the] child*, highlighted in blue).



However, the other information offered regarding the book is ambiguous and, as it turns out, actually misleading. The blurb claims the book uses *the most modern resources available for children's literature*, but does not specify what these resources might be. The Editorial Costa Rica online catalog offers an entirely different blurb in this case, with nothing to say about any such resources. Searching online provided no reviews of the book. A copy of the book itself was obtained, and this revealed that apparently the resources referred to were the use of picture poetry at the time the book was first published, more than three decades ago. Of course, at present, the *most modern resources* would refer to something highly technological, making this claim clearly inappropriate in a book blurb meant to stand any kind of test of time, particularly when it is already outdated. This is a further example in which the translator must use literary expertise and research capacity to correct an inaccuracy in the source text if the target text is to be functional.

The second translation, in contrast, can be seen to be a successfully appellative text. It introduces the main character, outlines the plot of the story, and gives actual and precise information about the book's interesting feature—its use of *picture poetry* (performing the referential subfunction, highlighted in blue). It provides age-appropriate positive evaluation (*simple, engaging*) and catches the reader's attention through opening strongly, using elision to invite the reader to imagine what comes next, and closing with the powerful overtly

appellative step of a marketing-style catchphrase. This bundles up content information with reuse of the strong appellative move taken from the first translation insisting on the book's ability to *draw children in to a world of the imagination*. Once again, here we see how the translator must investigate and deploy full genre expertise, being empowered to write copy where necessary to deliver a more powerfully functional text.

4.4.4 Sample 12: Title 15 – The Executioner's Labyrinth by Jorge Méndez Limbrick

PDF Catalog: Literary Fiction, page 6

<b>Original PDF Catalog Blurb – 30 words</b>	
 <p><b>El laberinto del verdugo</b>  <b>Jorge Méndez Limbrick</b>            ISBN 9789977239231            21 x 14 cm. 468 p.            PREMIO EDITORIAL COSTA RICA 2009            PREMIO NACIONAL NOVELA 2010            Esta obra desafía al lector a solucionar múltiples claves de la compleja vida nacional, tras las cuales se han organizado los hechos narrados con maestría y paciencia por Méndez-Limbrick.</p> 	
<b>Translation Retaining Original Content and Style – 27 words</b>	<b>Adapted Translation – 33 words</b>
<p>This work <b>challenges the reader to solve multiple puzzles</b> related to <b>complex details of Costa Rican society</b> which organize the events narrated by Méndez Limbrick <b>with mastery and patience</b>.</p>	<p>A <b>gripping, masterfully crafted crime novel</b> that <b>drags us on a dizzying journey</b> through <b>underworlds of lonely parks, psychiatric hospitals, mysterious archives, cemeteries and morgues</b> <b>in a race to identify the real executioner</b>.</p>
<b>Linguistic Realizations:</b>	<b>Changes in Linguistic Realizations:</b>
<p>a) Evaluative language: <i>challenges, complex, mastery, patience</i></p>	<p>a) Evaluative language: <i>gripping, masterfully-crafted, dizzying, lonely, mysterious, real</i></p>

<ul style="list-style-type: none"> <li>b) All statements are positive</li> <li>c) All statements in present tense</li> <li>d) Simplicity of expression: complex linguistically and semantically</li> <li>e) Economy of words: redundant phrases - <i>This work, related to, details of, narrated by Méndez Limbrick.</i></li> <li>f) Personal pronoun: Not used (<i>the reader</i>)</li> </ul>	<ul style="list-style-type: none"> <li>d) Simplicity of expression: restored</li> <li>e) Economy of words: restored, omission of redundant phrases</li> <li>f) Personal pronoun: <i>us</i></li> <li>g) Tropes: Metaphor - <i>drags us, dizzying journey, a race</i></li> <li>k) Increased reading appeal: good rhythm in paired list of contents - <i>lonely parks, psychiatric hospitals, mysterious archives, cemeteries and morgues</i></li> </ul>
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Here we are presented with two entirely different versions of the blurb, with a single word, *mastery*, reflected in the second translation as *masterfully crafted*. To uncover the reasons behind such disparity, we will begin with an analysis of the success of the first translation in terms of linguistic realizations. Exclusive use of positive statements and present tense is employed, and there is a somewhat questionable attempt made at incorporating evaluative language with *challenges, complex, mastery* and *patience*; however, the text fails to achieve simplicity of expression, being both linguistically and semantically complex. It further includes a number of redundant phrases—*this work, related to, details of, and narrated by Méndez Limbrick*—which are particularly inappropriate in view of our limited wordcount. The text effectively distances the reader precisely by talking about *the reader* rather than making use of personal pronouns to create a sense of involvement.

The rhetorical structure of the first translation is hardly more effective than the linguistic realizations it employs. It makes a rather oblique nod at positive evaluation of the book in stating it *challenges the reader to solve multiple puzzles* (highlighted in yellow), and attempts positive evaluation of the author’s narration as performed *with mastery and patience* (highlighted in orange), the latter part of which we have already noted to be at best ambivalent praise. It starts

weakly with a redundant phrase (*This work*), and while it makes an attempt at a strong ending, the final word, *patience*, makes the book sound like lugubrious, hard work.

The attempt at performing the referential subfunction is also ambiguous and somewhat confusing. The only way we would know this is a work of fiction would be because it is placed in the “Literary Fiction” section of the catalog. Apart from this, we are uncertain about exactly what type of novel this is, appearing to be a book about solving puzzles—*multiple puzzles related to the complex details of Costa Rican society* no less. This might hold some exotic interest to the target reader, but would seem to be of limited general appeal, as well as being ambiguous and misleading. In summary, the first translation, made through faithful rendering of the source text’s rhetorical structure and linguistic realizations, proves here to be woefully inadequate to delivering a functional target text.

The second translation sets about resolving these problems by completely overhauling both the linguistic realizations and the rhetorical structure employed. To this end, a process of researching the text described was undertaken. Once again, the first point of reference was consulting the equivalent blurb on Editorial Costa Rica’s online catalog. This longer online blurb also proved to be the source from which the short PDF blurb was drawn, but unfortunately, in this case, even the longer version failed to provide any useful contents that would serve to craft an appellative text. A copy of the book was obtained and skim-read, and additionally, a review of the book was read online to capture a feel for its positive qualities (“El laberinto del verdugo”). The second translation was then written using as many of the desirable linguistic realizations as possible, drawing on the book itself and the review read as inspiration for the evocative language used to describe it (*gripping, dizzying, lonely, mysterious, real*). Added to this, simplicity of expression and economy of words were employed, and the personal pronoun, *us*, was used to involve the reader in the text. There is creative wordplay in the metaphor of “our” being dragged on a *dizzying journey* which is in fact *a race* for discovery. Additionally, the text

reads pleasantly aloud with a good rhythm established through a paired list of contents: *lonely parks, psychiatric hospitals, mysterious archives, cemeteries, and morgues*.

The rhetorical structure of the second translation also convincingly fits the profile established for the target text. The book is positively evaluated (highlighted in yellow) as a *gripping and masterfully-crafted* novel that *drags us on a dizzying journey*, this latter lending urgency to the blurb which echoes the same quality in the book itself. The move of catching the reader's attention is effectively made through a strong start and a strong end, with this latter doubling as Move 3, Step 3, teasing the reader by implying the book must be read to discover the answer (underlined). The ambiguity with respect to the attempted referential moves in the first translation is resolved in the second with the immediate clarification this is *a crime novel* (highlighted in blue). This information is coupled with the evocative imagery detailing the theme of the book (*underworlds, lonely parks, psychiatric hospitals, mysterious archives, cemeteries and morgues*, also highlighted in blue).

In this sample, there can be no doubt that the first translation failed to fulfill its intended appellative function, neither attaining a satisfactory rhetorical structure to promote the book, nor drawing on appealing linguistic realizations. As in each of these cases when a blurb based on the source text was found to be inadequate to the creation of a functional target text, an attempt was made to rescue those parts of the source text which seemed to work: as previously mentioned, here only the echo of *mastery* was retained in the second translation. This is a clear example of a source text with so little salvageable material that it was necessary that the translator step in to act as a cultural expert and specialist in the genre being crafted to write new copy to achieve a functional target text.

*4.4.5 Sample 13: Title 74 – In the Seventh Circle by Daniel Gallegos*

PDF Catalog: Theater, page 18

Original PDF Catalog Blurb – 59 words



**En el séptimo círculo**  
**Daniel Gallegos**

ISBN 9789977239675  
21 x 14 cm. 76 p.  
Edición Electrónica  
ISBN 9789968684613  
EPUB 346 KB

*En el séptimo círculo*, una de las obras más importantes de Daniel Gallegos, se explora la temática de la violencia. Según Carmen Naranjo, esta obra “reveló el terrible signo de nuestros días. La escena es suceso de periódico y el suceso de periódico es escena, la calle es lección y el hecho cotidiano, cátedra”.

**Translation Retaining Original Content and Style – 54 words**

*In The Seventh Circle*, one of Daniel Gallegos' most acclaimed works, explores the theme of violence. According to Carmen Naranjo, this work “revealed the terrible sign of the times. The scene is a newspaper story and the newspaper story is the scene. The street is a classroom and the everyday event is the teacher.”

**Adapted Translation – 50 words**

Esperanza has friends over to celebrate her husband Felix's birthday, but when unexpected guests arrive, things quickly spiral out of control. An intense, critically-acclaimed play making a harrowing evocation of the violence permeating our modern world with dramatic tension that will keep the audience on the edge of their seats.

**Linguistic Realizations:**

- a) Evaluative language: *one of Daniel Gallegos most acclaimed works, terrible*
- b) All statements are positive
- c) Present tense mixed with one use of past (*revealed*)
- d) Simplicity of expression: acceptable
- e) Economy of words: redundant phrase - *In The Seventh Circle*

**Changes in Linguistic Realizations:**

- a) Evaluative language: *intense, critically-acclaimed, harrowing, dramatic*
- c) Present tense used throughout
- f) Use of pronouns to create a sense of closeness with the reader: *our modern world*

g) Tropes: Simile - <i>The scene is a newspaper story and the newspaper story is the scene. The street is a classroom and the everyday event is the teacher.</i>	
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In this sample, the first translation does an indifferent job of performing the appellative function meant to be its primary purpose. In terms of overtly appellative rhetorical moves, it opens weakly with a redundant phrase, then goes on to attempt to provide positive evaluation, initially with the phrase *one of Daniel Gallegos most acclaimed works*—lukewarm praise for the target reader who has most likely never heard of Daniel Gallegos—then through the optional step of endorsement (Move 1, Step 2). Unfortunately, this lacks appellative power as the target reader is unlikely to be familiar with the endorser, Carmen Naranjo, for all her iconic status in Costa Rica. Additionally, the endorsement itself is poorly selected, making use of past tense, being slight in praise and ambiguous in content, leaving the reader unsure what elements are meant to be simile and what might be actually found in the work. In related fashion, the blurb fails to make the minimum referential moves. Taking into account the commissioner's specification to be able to pick and choose a collection of titles to present to different clients in different contexts, identification of the book's literary genre in the blurb itself was identified as essential, yet here we are not sure quite what type of work this might be, needing to check the listing under which the blurb appears in the catalog to discover it is a play. The theme of the work is identified simply as *violence*. Accompanied by the ambiguous similes of the endorsement, the reader of this blurb really has very little idea about the book's contents might be.

With such a weak text resulting from retaining the rhetorical structure and linguistic realizations of the source text, the translator once again must look to external sources to provide a target text capable of performing the required function. The only source text concepts

retained are the work's being *critically-acclaimed* and its theme of *violence*. Editorial Costa Rica's online catalog was consulted, to reveal this is one of the 50.7% of blurbs that are extracted from the longer online blurb, often by means of direct copy and paste. In this case, unfortunately, no further helpful source material was provided by the longer version. A copy of the play was therefore obtained and read in its entirety, which served as the basis for the new content written.

The slightly longer word count available than that seen for many of the brief blurbs (59 words as opposed to the average of 45 words) allowed a two-paragraph blurb in which the fiction blurb "formula" we have already discussed proposed by the Author Society, Bacon and Canizares (see table 1.3) was followed. This involves opening the blurb strongly with the presentation of a brief, intriguing plot summary: main characters are introduced (*Esperanza, her husband Felix and their friends*) along with the setting (*a birthday celebration*); the conflict is presented (*the arrival of unexpected guests*, all information about the text highlighted in blue); and the reader's attention is caught through an implied twist (*things quickly spiral out of control*, underlined). This is followed by a catchphrase-style step, a powerful appellative resource which embeds making strong positive evaluation of the book (highlighted in yellow), along with the referential moves informing the audience as to the text genre (*play*) and the theme (*the violence permeating our modern world*, all highlighted in blue), so bringing the blurb to a strong close. The linguistic realizations are also significantly changed with the inclusion of stronger evaluative terms, the use of present tense throughout the blurb, and the audience included in the text with the use of *our*.

The second translation can be seen to offer an effective appellative text that sells the book to the target audience, while the translation that remained faithful to the source text failed. Further, there was little salvageable content provided in the source text to enable a functional translation, and the translator is therefore fully justified in making this offering even though it

has so little to do with the source text. This is the type of service a specialist copywriting translator is able to offer, going beyond what is given in the source text to deliver a functional target text through the use of the necessary cultural, linguistic, research and genre expertise to ensure the brief is met.

The application of the profile of desirable qualities for the target text has proven a powerful tool with which to analyze the effectiveness of the translated book blurbs. Having established the desirable rhetorical structure to be used for the target text along with a hierarchy of desirable linguistic realizations that should characterize it, it was clearly demonstrated that in numerous cases a translation that is limited to the rhetorical structure and the linguistic realizations used in the source text would be inadequate to meeting the required target text function. The many types and degrees of intervention available to the translator to be made have been examined, from making minimal adaption of rhetoric moves and linguistic realizations when the resulting target text is proven to be functional; adaptation of linguistic realizations to employ those which are proven to deliver a functional appellative text; adaptation of rhetorical structure to at least meet the profile making up the minimum rhetorical moves to be employed; complementing source text content with external research to ensure a target text that meets the ideal profile; and finally, breaking away from the source text and simply writing copy when so required to deliver a functional target text. This involves employing all the cultural, literary, research, and genre expertise proper to the role of specialist copywriting translator. This requires a number of skills, including mastery of the target genre and the capacity to write copy. This must be complemented by research skills in uncovering the information appropriate to fulfilling the target text's function. Additionally, the copywriting translator must have the capacity to discern what parts of the source text can be retained and what should be legitimately discarded. Also vital is the ability to justify and explain the approach being taken to the

commissioner, defending departures from the source text, and winning support for the value-added nature of the translation service being offered. This is not an easy task, but it is one that can be perhaps assisted by the approach modeled here, of setting sample alternate target translations side by side for discussion of the different products resulting from the two different translation approaches.

## Conclusion

It has been demonstrated through this work that major adaptations in terms of rhetorical structure and linguistic realizations, including the writing of copy, can be required for the functional translation of book blurbs into English. For this purpose, a profile was created identifying the desirable minimum rhetorical structure and linguistic realizations to be employed in book blurbs in the target socio-cultural situation. This was later applied as a tool to analyze the appropriateness and effectiveness of attempted target texts, comparing translations maintaining a high degree of fidelity to the source text with alternate translations created to meet the profile. This process showed the source text to require differing levels of intervention on behalf of the translator to create a functional target text, depending on the characteristics of each source text blurb. These generally included a combination of adaptations of linguistic realizations and rhetorical moves, as one type of change set off the conditions or need for others to occur. It was demonstrated that in certain cases the rhetorical structure and linguistic realizations employed in the source text merited such far-reaching adaptation to achieve a functional target text as to require the translator to actually write new copy.

Nord's take on Skopos theory was drawn on to support this approach, privileging the functionality of the target text as per the translation brief for the making of translation decisions. The text was recognized to be an appellative text which is meant to have a strong impact on the target audience, thus justifying the use of instrumental translation. The functionality of the target text is established as the translator's primary goal over and above any notions of fidelity to the source text and the translator is seen to be justified in making whatever changes are necessary to achieve this end. We saw that in the case of the source text studied, the translator needed to take on the role of specialist copywriting translator to deal with this particular appellative text in this particular instrumental assignment. This validates the approach for use

in other like translation projects, in which the commissioner indicates that the functionality of the target text is to be the primary objective of the translation.

Genre analysis proved valuable to this project in providing tools for the creation and analysis of the ideal target text. Embracing the notion that book blurbs are a genre with a marked framework that at once enables communication while also conditioning the style and content required for this communication to be effective meant that careful examination of the relevant genre conventions were necessary to identify desirable characteristics to be included in the target text.

In order to create the profile required for this specific target situation, a general profile of desirable qualities for English-language book blurbs was first created. The rhetorical structure appropriate to this was identified by drawing on a corpus of genre studies on book blurbs and blurb writing guides by those in the book promotion industry. These same texts were used, along with studies of English promotional discourse, to create an inventory of desirable linguistic realizations for use in book blurbs. The result of this process was the establishment of a broad generic profile for English-language book blurbs. The next task was to tailor this broad generic structure to a specific one of desirable characteristics for the target text. The translation brief and the target situation were examined to identify factors to be taken into account. These included consideration of the nature of the target audience and the unusual brevity required of these particular blurbs. A profile was then created catering to these specifications, identifying the desirable minimum rhetorical structure for the target text; additionally, an inventory of desirable linguistic realizations was established, classifying some of these as essential and others as optional.

This profile was then used to analyze the appropriateness and effectiveness of attempted target texts for blurbs from the publishing company Editorial Costa Rica's 2015 PDF catalog. It proved to be a powerful tool in facilitating the analysis of these target text blurbs,

allowing identification of where translations that were faithful to the rhetorical moves and linguistic realizations employed in the source texts were adequate, but also where these in fact failed to deliver what is expected of a text of this type in the target situation. The same tool thus served to justify adaptations made in an alternate target text, in which rhetorical moves and linguistic realizations were created by the translator where necessary to ensure the text was functional even though sometimes extensive use of sources external to the target text were required to this end. The results of this process convincingly demonstrated that the need may indeed arise for the translator to write copy as a routine part of the effective translation of this type of appellative text when dealing with this particular type translation brief prioritizing functionality.

The profile developed here can be applied to assist the translation of other sets of book blurbs. It can further be used to assist publishers and book promoters to write effective brief blurbs which are optimally effective for a broad international readership. In our globalized, modern world, there is more and more need for this kind of functional and instrumental translation across a range of industries, as we have seen with the advent of the localization industry. This represents an opportunity for the translator who is prepared to step up and write copy, and insist on this as part of a translator's rightful expertise, rather than allowing these types of jobs to be accorded to localizers and target language copywriters.

The decision to write a second translation for each source text blurb when the first was judged to be inadequate to performing the desired function permitted a clear contrast between a translation mirroring the source text rhetorical structure and linguistic realizations, and the second version, tailored to meet the target profile. Providing these as side-by-side translations allowed the commissioners to make use of both texts at their own discretion. This format also facilitated discussion about differences between the two versions, and the explanation of why the second translation is recommended as the more effective target text. Similarly, having a

profile of desirable target text characteristics to show the commissioner allowed the clear demonstration of why sometimes radical changes in rhetorical structure and linguistic realizations were appropriate. This sort of input can form an important part of educating the translation client as to the different types of approaches, strategies and end-products that translation can give rise to. While it remains true that all translational departure from the source text should be explained and justified, once a translation proposal includes radical departure from the source text as occurs in this project, it becomes necessary and ethical to actively highlight this translation decision, and to explain and justify this practice. This, incidentally, is where the importance of translation theory comes in: we saw that being aware of the theory was not necessary to carrying out the *practice* of instrumental translation involving major adaptation to genre norms. It becomes crucial, however, to explaining why such practice can be necessary.

In similar fashion, the clear demonstration of the differences between both translation alternatives was facilitated by the format used in this investigation for the analysis of samples, with the different rhetorical moves underlined and/or highlighted in color on the translation itself, combined with working through the inventory of desirable linguistic realizations directly underneath each sample translation. This allowed orderly analysis and clear explanations of the contrasts between the alternate translations. It is a strategy that lends itself to discussion with the translation commissioner as part of the important task of explaining translation alternatives which the client may not be aware exists.

This sort of model could further lend itself to use in contrasting differences in other translation approaches, such as those between instrumental and documentary translation, or domestication and foreignization, among other translation options. Thus, not merely the set of tools used here, but also the layout employed can be valuable for use in the important professional task of educating laypeople and potential clients, demonstrating that a translator's

work goes far beyond the mere transfer of words from one language to another, and that there are many options and approaches which may be employed, all with their advantages and disadvantages in terms of the treatment given the source and the target texts. Further, this sort of approach assists in demonstrating that, as professional translators, we are much more than bilingual scribes, but command a multitude of competencies, such as creativity, research capacity, and cultural, linguistic and genre expertise.

It should also be recognized that this approach of creating two translations was very time consuming and certainly not a viable professional practice in terms of expecting or convincing a translation commissioner to pay for an entire project following this format. It is reasonable, however, to use the tool suggested here on a sample of the translation to be undertaken, to demonstrate different end-products resulting from different approaches and to discuss the options available with the client.

There is room for much more study to be done in this field. The proposed profile for the generic structure of book blurbs lends itself to adaptation for use with different subgenres within the field of book blurbs, serving as a point of departure to create other profiles for blurbs in other socio-cultural target situations. It could also potentially serve as a model to be adapted for use with other genres with altogether different rhetorical structures. Genre analysis, and the profiling of appropriate rhetorical structures and related linguistic realizations for specific communicative tasks, has been extensively employed in the field of teaching English for Specific Purposes (Dudley-Evans 4), but seems to have been under-utilized in translation practice and theory, and thus is a promising area for further exploration, both in terms of theory and application.

A limitation seen in this work is the failure to deliver in-depth analysis of the variations in sets of rhetorical moves and the optional steps used to achieve them for blurbs belonging to different literary genres: differences between the rhetorical moves and linguistic realizations

required for fiction and nonfiction and the various other literary genres discussed have been noted largely in passing and in broad general terms. It was noted that blurbs for nonfiction books need to make more moves establishing credibility than do fiction books, which instead typically introduce the story and the main characters as appealingly as possible. Similarly, it was also noted that blurbs for books of poetry can be seen to favor the use of linguistic realizations that model the type of content to be expected in the book. However, there is a lot more to be said and a lot more to be investigated on the differences to be found between blurbs for different book types. Similarly, the medium in which blurbs appear—on the back of books, on the internet, in a printed catalog, or an electronic document—have a fundamental impact on the types of characteristics that can be expected, including the considerations of factors such as length, which we have seen to be determinative of the rhetorical structure of the brief blurbs here analyzed. There is much more work to be done in identifying moves as influenced by these factors on particular literary genres.

Another limitation of the work can be seen to arise from the functionalist approach taken up that meant very little analysis was made of the source text itself, or its aptness to fulfill its function in the original situation. As well as responding to limitations of time and space, this was partly a deliberate decision made to reflect the everyday reality of translators in the field who so often work with source texts which are flawed or even inadequate to performing the original function; Skopos theory tells us this does not justify the translator producing an inadequate target text. The translator must have the cultural, linguistic, genre and research skills to adequately render a functional target text, regardless of the limitations or particular characteristics of the source text in the source situation.

A viable variation of this analysis could have directly contrasted the rhetorical structure of the source text with that of the target text without the intermediary step of a translation retaining these. Either as a part of this project, or independently, a similar study could be made

and applied as to the conventions of the book blurb genre in the source situation. As well as being contrasted with target text requirements, such a process could even be applied to demonstrating the need to improve certain source texts *before* the translation process occurs, serving as another area where a specialist copywriting translator can provide expert cultural services. In other words, developing a profile outlining the rhetorical structure expected of the source text could demonstrate when this is inadequate to performing its function in the original situation (as we must suspect is the case for our own source text), and thus adapting *source* copy could be an additional service offered by the translator as well as the traditional task of elaborating target texts.

Another opportunity for further investigation lies in exploring internalized criteria used to evaluate genre, not just by the translator but also by target readers. We have seen how the translator classified blurbs as adequate or inadequate before receiving confirmation of this perception through organized, rigorous investigation to identify the desirable rhetorical structure appropriate to the genre. This internalized “knowledge” of what a target genre should be, and how this knowledge is acquired, and perhaps how often or easily it can be shifted, make up a fascinating field for further exploration in this fast-moving globalized world.

A final point for exploration lies in the need demonstrated in this work for the translator to actually write copy in crafting appellative texts. As well as being a competency to develop in translators that are going to undertake this sort of translation, the cultural, literary and genre expertise necessary to do so must be developed. This should be complemented by research skills in uncovering the information appropriate to fulfilling the target text’s function and the capacity to discern what parts of the source text can be retained and what should be legitimately discarded. Perhaps even more important—now that we have established the translator’s capacity to “sell the book”—is the task of “selling” this approach to the translation commissioner, winning support for the value-added nature of the translation service being offered, and thus

establishing a niche in which a living can be made through taking on the role of specialist copywriting translator.

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