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Rachel Weissbrod
Curriculum Vitae

Office address

Department of Translation and Interpreting Studies, Bar-Ilan University, Ramat Gan 5290002, Israel
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Education

1977	B.A	English Department, Tel Aviv University (cum laude)
1980	M.A	English Department, Tel Aviv University (cum laude)
1990	Ph. D	Department of Literature, Tel Aviv University

1990   Ph. D   Thesis: Trends in the Translation of Prose-Fiction from English into Hebrew, 1958-1980
Supervisor: Prof. Gideon Toury

Areas of Specialization
Theory of translation
Literary translation into Hebrew
Translation for the electronic media (subtitles, dubbing)
Inter-semiotic translation (transfer, adaptation)
The translation of multimodal texts
Translation and anti-Semitism

Academic Appointments

1979-1995	The Open University of Israel
1992-1994	Ben-Gurion University, Department of Literature
1992-1994	University of Haifa at Oranim, Department of Linguistics
1992-1994	Oranim College, Department of Literature
1992-2005	Hebrew University of Jerusalem, Department of Communication and Journalism
1995-2005	Beit Berl College, Department of Literature and School of Translation
1998-2002	Tel-Aviv University, Department of Communication
Since 2002	Department of Translation and Interpreting Studies, Bar-Ilan University (since 2010 as Associate Professor)

Professional Activities

2004	Member of the Minister of Education Translation Award Committee
2010	Member of the Tchernichovsky Translation Award committee
2010-2016	Member of the EST (European Society for Translation Studies) Book Grant Committee
Since 2012	Head of the Department of Translation and Interpreting Studies, Bar-Ilan University
2013-2017	Board member of the Ladino Center at Bar-Ilan University
Since 2014	Board member of ILASH (Israeli Association for Applied Linguistics)
2015	Member of the Minister of Culture Translation Award Committee (for Translations from German)
Since 2017	Board member of the ID-TS (International Doctorate in Translation Studies)
2018	Chair of the Tchernichovsky Translation Award committee

International Research Groups

2009-2011	Member of an EU-supported team, headed by Prof. Yves Gambier, which investigated the use of subtitles in language learning

Conferences Organized

2013	"The Human Factor" – In Memory of Prof. Miriam Shlesinger (with overseas guests)
2014	The 1st Conference of the Israeli Society for Translation Studies (with overseas guests)
2014	The 41st Conference of the Israeli Association of Applied Linguistics
2016	The 2nd Conference of the Israeli Society for Translation Studies (with overseas guests)
2018	Discourse, Pragmatics, Translation – in Honor of Professor Elda Weizman on Her Retirement
2018	The Annual Conference of the Faculty of Humanities, Bar-Ilan

University

Courses Taught

Translation Studies – Where from? Where to?
Translation as a Problem-Solving Process
Philosophy of Translation
Translation and Meaning
Literary Translation into Hebrew
Translation for the Electronic Media
Translation and Transfer
Translation and Metaphor
Shakespeare's Translations
Multimodal Texts and their Translation

Dissertations and Theses Supervised and Approved

4 PhD dissertations (+ 2 under review)
29 MA theses

Some titles:

PhD Dissertations

2014	"Self-Adaptation" – Authors Turning Their Own Novels into Scripts – Case Study: John Irving and The Cider House Rules (Liat Koll)
2018	The Image of Jews in Literary Works Translated into Chinese: Translations of Shakespeare's *The Merchant of Venice* and Dickens' *Oliver Twist* as Case Studies (Xiu Gao)
Under review	Cognates in Subtitles of TV Comedies as Aids to Foreign Language Acquisition (Noah Libman)

MA Theses

2013	Opera Translations in Light of Skopos Theory (Ada Lewinski)
2015	Interpreting Proper Nouns Heard on the News into Israeli Sign Language (Talya Etinger)
2016	The Intralingual and Interlingual Translation of the *Siddur* by the

American Reform Movement as an Expression of the Movement's Ideological Changes and in Light of the Historical Events and Social Transformations that Took Place from the Middle of the 19th Century until 2007 (Nurit Eliassaf)

Publications

Books (refereed)

(a book proposal, accepted) Rachel Weissbrod and Ayelet Kohn. *Translating the Visual – A Multimodal Perspective*. London and New York: Routledge.

Chapters in books (refereed)

1991 "Translation of Prose-Fiction from English to Hebrew: A Function of Norms (1960s and 1970s)", in: *ATA* (*American Translators' Association*), vol. V, Mildred L. Larson (ed.). New York: State University of New York, pp. 206-223.

2006 "Coping with Anti-Semitism in Hebrew Literary Translation", in: *Übersetzen − Translating – Traduire: Towards a "Social Turn"?*, Michaela Wolf (ed.). Münster: LIT, pp. 143-152.

2008 "Implications of Israeli Multilingualism and Multiculturalism for Translation Research", in: *Beyond Descriptive Translation Studies: Investigations in Homage to Gideon Toury*, Anthony Pym, Miriam Shlesinger and Daniel Simeoni (eds.). Amsterdam and Philadelphia: John Benjamins, pp. 51-66.

2010 "Translation Studies and Mass Media Research", in: *Why Translation Studies Matters*, Daniel Gile, Gyde Hansen and Nike Pokorn (eds.). Amsterdam and Philadelphia: John Benjamins, pp. 115-124.

2011 "A Systemic Approach to Hebrew Literature, Israeli Literature and Jewish Literature, and Their Interrelation through Translation", in *La traduction dans les cultures plurilingues*, Francis Mus et Karen Vandemeulebroucke avec la collaboration de Lieven D'hulst et Reine Meylaerts (eds.). Arras: Artois Presses Université, pp. 135-145.

Ayelet Kohn and Rachel Weissbrod, 2012. "*Waltz with Bashir* as a Case of Multidimensional Translation", in: *Translation, Adaptation and Transformation*, Laurence Raw (ed.). London and New York: Continuum, pp. 123-144.

Rachel Weissbrod and Ayelet Kohn, 2018. "Illustrations and the Written Text as Reciprocal Translation: Two Illustrated Versions of *Anonymous Belfi ha-Gadol"*, in: *The Fictions of Translation*, Judith Woodsworth (ed.). Amsterdam and Philadelphia: John Benjamins, pp. 233-252.

(accepted for publication) "Creativity Under Constraints: The Beginning of Film Translation in Mandatory Palestine", in *The Translation of Films 1900-1950*, Carol O'Sullivan and Jean-François Cornu (eds). Oxford: Oxford University Press, Proceedings of the British Academy. (20 pages)

Refereed articles

1990 "Linguistic Interference in Literary Translations from English to Hebrew of the 1960s and 1970s", *Target* 2:2, pp. 165-181.

1992 "Explicitation in Translations of Prose-Fiction from English to Hebrew: A Function of Norms", *Multilingua* 11:2, pp. 153-171.

1996 "'Curiouser and Curiouser': Hebrew Translations of Wordplay in *Alice's Adventures in Wonderland*", *The Translator* 2:2 (a special issue on wordplay and translation, ed. Dirk Delabastita), pp. 219-234.

1998 "Translation Research in the Framework of the Tel Aviv School of Poetics and Semiotics", *Meta* 43:1, pp. 35-45.

1999 "*Exodus* as a Zionist Melodrama", *Israel Studies* 4:1, pp. 129-152.

2000 "Mock-Epic as a Byproduct of the Norm of Elevated Language", *Target* 11:2, pp. 245-262.

2004 "From Translation to Transfer", *Across Languages and Cultures* 5:1, pp. 23-41.

2006 "Inter-Semiotic Translation: Shakespeare on Screen", *Jostrans* (*Journal of Specialized Translation*) 3:5, pp. 42-56.
http://www.jostrans.org/issue05/art_weissbrod.pdf

2007 "Translation for Israeli Television: The Reflection of a Hybrid Identity", in: *A Tool for Social Integration? Audiovisual Translation from Different Angles*, Aline Remael and Josélia Neves (eds.), *Linguistica Antverpiensia* 6 (new series), pp. 23-33.

2008 "Coping with Racism in Hebrew Literary Translation", *Babel* 54:2, pp. 171-186.

Rachel Weissbrod and Miriam Shlesinger 2008 "For Better and for Worse: The Transformation of a Diploma Program into MA Studies", *CTTL* (*Current Trends in Translation Teaching and Learning*) II, pp. 13-38.

2008 "Israeli Literature and Cinema in a Web of Intercultural Relations: The Reconciliation of Conflicts on Screen", *Borderlands* 7:1.
http://www.borderlands.net.au/vol7no1_2008/weissbrod_relations.htm

2008 "Translating Words into Visual Signs: Face Photography in *The Summer of Aviya* and *The Island on Bird Street*", *Journal of Adaptation in Film and Performance* 1:3, pp. 221-235.

2009 "Philosophy of Translation Meets Translation Studies: Three Hebrew Translations of Kipling's 'If' in Light of Paul Ricœur's 'Third Text' and Gideon Toury's 'Adequate Translation'", *Target* 21:1, pp. 58-73.

2010 "Translation and Cultural Transfer: Israeli Law as a Case in Point", *Translation Studies* 3:3, pp. 272-286.

2015 Rachel Weissbrod and Ayelet Kohn. "Re-Illustrating Multimodal Texts as Translation: *Uri Cadduri* and *Mr. Fibber, the Storyteller* as a Case in Point". *New Readings* 15, pp. 1-20. http://ojs.cf.ac.uk/index.php/newreadings/article/view/118

2015 "Celebrity Anti-Semitism: A Translation Studies Perspective", *Language Sciences* 52, pp. 231-240. A special issue on slurs, Adam Croom (ed.). http://www.sciencedirect.com/science/article/pii/S0388000114001284

2016 "T. S. Eliot, Anti-Semitism, and Hebrew Translation: Image Construction through Text Selection and Paratexts", *Translation and Interpreting Studies* 11:2, pp. 248-267.

2018 Ayelet Kohn and Rachel Weissbrod "Remediation and Hypermediacy – *Ezekiel's World* as a Case in Point". *Visual Communication*. Published online 12 July 2018. http://journals.sagepub.com/doi/abs/10.1177/1470357218785931?journalCode=vcja

2018 Ayelet Kohn and Rachel Weissbrod "'Farewell Red Balloon' – Visual Analysis of Illustrations Inspired by a Children's Book", *Visual Studies* 19:1. Published online 30 July 2018. Online at: https://doi.org/10.1080/1472586X.2018.1488540

(accepted for publication) Rachel Weissbrod and Ayelet Kohn "Collaborative Self-Translation – *Pizzeria Kamikaze* as a Case in Point", *Journal of Graphic Novels and Comics*. (36 pages)

Encyclopedic entries

2004 "Exodus", in: *Encyclopedia of the Modern Middle East and North Africa*, second edition, Philip Mattar (ed.). Detroit, Mich: Macmillan

2015 "Hebrew", in: *Alice in a World of Wonderlands: The Translations of Lewis Carroll's Masterpiece* (vol. 1), Jon A Lindseth and Alan Tannenbaum (eds.). New Castle, DE: Oak Knoll, pp. 286-289.

(accepted for publication) "Translation and Meaning", in: *The Routledge Handbook of Translation Studies and Philosophy*, Philip Wilson and Piers Rawling (eds.). London and New York: Routledge. (38 pages)

Reviews

1993 A review of Cay Dollerup and Anne Loddegaard (eds.), *Teaching Translation and Interpreting*, *Target* 5:2, pp. 243-246.

2005 A review of Dror Abend-David, *"Scorned My Nation": A Comparison of Translations of 'The Merchant of Venice' into German, Hebrew and Yiddish*, *Target* 17:1, pp. 193-196**.**

2015 A review of *In the Illuminated Dark: Selected Poems of Tuvia Ruebner*, translated and introduced by Rachel Tzvia Back. *Dvarim* 8 [In Hebrew.]
http://app.oranim.ac.il/dvarim/wp-content/uploads/2015/12/רחל-ויסברוד.pdf

Other publications

1995 "Hebrew: A Modern Language for Israel", in: *Translators through History*, Jean Delisle and Judith Woodsworth (eds.). Amsterdam and Philadelphia: John Benjamins and UNESCO, pp. 55-59.

1997 "The Poetic Function in Journalistic Writing on Technical and Scientific Matters and its Rendering in Translation", in: *Future and Communication: The Role of Scientific and Technical Communication and Translation in Technology Development and Transfer*, Judith Rosenhouse, Yehoshua Gitay and David Porush (eds.). San Francisco: International Scholars Publications, pp. 172-176.

Hebrew publications

Books

2002 *In Other Days: Trends in Israeli Poetry in the 1950s*. Tel Aviv: The Open University (494 pages).

2007 *Not by Word Alone: Fundamental Issues in Translation*. Tel Aviv: The Open University (310 pages).

Chapters in books (refereed)

1992 "The Language of Formal and Non-Formal Translated Literature in the 1960s and 1970s", in: *Hebrew – A Living Language: Studies on the Language in Social and Cultural Contexts*", vol. 1, Uzzi Ornan, Rina Ben-Shahar and Gideon Toury (eds.). Haifa: The University of Haifa Publishing House, pp. 245-260.

1999 "The Norm of Elevated Language and Mock Epic in Literary Translations into Hebrew", in: *Hebrew – A Living Language: Studies on the Language in Social and Cultural Contexts*", vol. 2, Rina Ben-Shahar and Gideon Toury (eds.). Tel Aviv: The Porter Institute for Poetics and Semiotics and Hakibbutz Hameuchad, pp. 123-133.

Rachel Weissbrod and Michal Hemo 2003 "Translation in the Post-Modern Era", in: *Hebrew – A Living Language: Studies on the Language in Social and Cultural Contexts*", vol. 3, Rina Ben-Shahar and Gideon Toury (eds.). Tel Aviv: Hakibbutz Hameuchd and The Porter Institute for Poetics and Semiotics and, pp. 119-134.

2006 "Hebrew Subtitles of Films Based on Shakespeare's Plays", in: *Hebrew – A Living Language: Studies on the Language in Social and Cultural Contexts*, vol. 4, Rina Ben-Shahar and Gideon Toury (eds.). Tel Aviv: Hakibbutz Hameuchad and The Porter Institute for Poetics and Semiotics, pp. 127-140.

2010 "Transformation of a Toponym in Light of Translation Studies: From *Kushta* to Istanbul", in: *Hebrew – A Living Language: Studies on the Language in Social and Cultural Contexts*", vol. 5, Rina Ben-Shahar, Gideon Toury and Nitsa Ben-Ari (eds.). Tel Aviv: Hakibbutz Hameuchad and The Porter Institute for Poetics and Semiotics, pp. 185-200.

2013 "The Role of Translation in an Export-Oriented Film Industry; Israel as a Case in Point", in: *Hebrew – A Living Language: Studies on the Language in Social and Cultural Contexts*", vol. 6, Rina Ben-Shahar, Gideon Toury and Nitsa Ben-Ari (eds.). Tel Aviv: Hakibbutz Hameuchad and The Porter Institute for Poetics and Semiotics, pp. 125-140.

2016 "The Beginning of Film Translation in Mandatory Palestine", in: *Hebrew – A Living Language: Studies on the Language in Social and Cultural Contexts*", vol. 7, Rina Ben-Shahar and Nitsa Ben-Ari (eds.). Tel Aviv: Hakibbutz Hameuchad and The Porter Institute for Poetics and Semiotics, pp. 159-176.

Refereed articles

1992 "The Poetics of Literary Translation into Hebrew during the 1960s and 1970s as Manifested Outside the Translated Texts Themselves", *Dappim: Research in Literature* 8, pp. 333-358.

1997 "Haim Gouri, *Compass Rose*", *Jerusalem Studies in Hebrew Literature* 16, pp. 157-182.

1998 "Intertextual Relations as a Translation Problem Faced by Translators of Prose-Fiction from English into Hebrew", *Dappim: Research in Literature* 11, pp. 297-312.

2007 "When the 'Other' Turns Into 'Self': Coping with Expressions of Anti-Semitism in Hebrew Literary Translation", *Jewish Studies* 44, pp. 265-281.

2010 "Renaming Places in the Land of Israel from the Point of View of Translation Studies", *Hebrew Linguistics: A Journal for Hebrew Descriptive, Computational and Applied Linguistics* 64, pp. 23-35.

2017 Talya Etinger and Rachel Weissbrod "Bibi Remains Bibi: Interpreting Proper Nouns in TV News Programs into Israeli Sign Language", *Israel Studies in Language and Society* 10:1, pp. 146-174.

(accepted for publication) "Translation as a Component in Meta-Texts: Works Relating to Shakespeare as a Case in Point", *Criticism and Interpretation*. (23 pages)

(accepted for publication) Avishai Magence and Rachel Weissbrod "Allusions to the Talmud in Salkinson's Translation of Shakespeare's *Othello, the Moor of Venice*", *Jerusalem Studies in Hebrew Literature*. (30 pages)

(accepted for publication) "Slurs and coping with them in Hebrew literary translation", *Israel Studies in Language and Society* (22 pages)

Other publications

1990 *Publishing Policy of Prose-Fiction Translated from English into Hebrew in the 1960s and 1970s*. Tel Aviv: The Open University (research report).

1990 "Translation as a Riddle", *Language and Hebrew* 2, pp. 29-32.

1993 "Linguistic Interference in Translations of Prose-Fiction from English to Hebrew in the 1960s and 1970s", in: *Turning-Points in Hebrew Literature and their Relation to Contacts with Other Literatures*, Ziva Shamir and Avner Holtzman (eds.). Tel Aviv: the Katz Institute, pp. 271-279.

1998 "History as a Melodrama: *Exodus* – the Novel, the Film and Israeli Culture", in: *Fictive Looks – on Israeli Cinema*, Nurith Gertz, Orly Lubin and Judd Ne'eman (eds.). Tel Aviv: The Open University of Israel, pp. 281-298.

2000 "Cinematic Adaptations of Israeli Literature for Children and Youth", *Olam Katan* 1, pp. 22-40.

2002 "'You'll Be a Man, My Son' – Yonatan Ratosh as a Translator of Poetry", in: *Yonatan Ratosh's Poetry and Language*, Michal Ephratt (ed.). Haifa: Department of Hebrew Language, University of Haifa, pp. 133-153.

2004 "Disney's Films and Their Literary Origins", *Olam Katan* 2, pp. 39-55.

2008 "Translation for the Media and Language Learning", *Hed Ha-Ulpan He-Khadash* 94, pp. 77-83. http://cms.education.gov.il/NR/rdonlyres/D1B397AA-3539-44A9-85B7-2061797D01CB/86858/191.pdf

2010 "Translation and its Absence in Israeli Films Featuring Foreign Workers from East Asia ", *Hed Ha-Ulpan He-Khadash* 97, pp. 81-86. http://meyda.education.gov.il/files/AdultEducation/EdAulpan97/9_RAHEL_WISSBORD.PDF

2010 "*Trumpet in the Wadi* – The Novel and the Film", in: *Studies in Hebrew and Arabic Literature*, Nurit Buchweitz, Abed-Alrahman Mar'i and Alon Fragman (eds.). Tel Aviv: Resling, pp. 33-47.

(expected October 2018) Rachel Weissbrod and Ayelet Kohn "*In the Garden* – Shaul Tchernichovsky's Poems for Children in Light of Liora Grossman's Illustrations", *Moznaim* – The

Literary Organ of The Hebrew Writers Association in Israel. A special issue to honor Shaul Tchernichovsky on the 75th anniversary of his death, edited by Ido Bassok and Ziva Shamir.