Renée Desjardins, **Translation and Social Media: In Theory, in Training and in Professional Practice**, London: Palgrave Macmillan, 2017, 145 pp., $33.86 (hardcover).
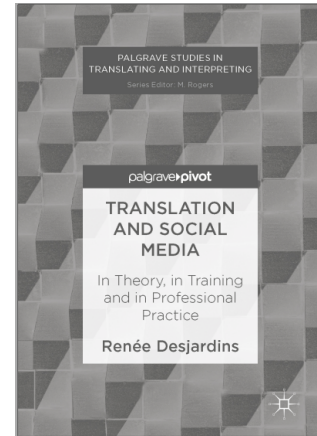
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The main objective of *Translation and Social Media: In Theory, in Training and in Professional Practice* is to foreground the role and importance of social media in translation studies in the digital age. As Renée Desjardins explicitly states, this book intends to "fill a gap on the subject of online social media (OSM) in translation studies (TS)" (p. 121). This book is a novel platform for scholars of social media studies and translation studies to meet and devote themselves to considering the relationship between these two areas of study and practice through three key areas (theory, training, and professional practice). The author has made full use of her experience as a Canadian researcher and translator to look at the emerging research in translation studies from an interdisciplinary approach combining critical theory in social media studies with translation practice. This is clearly manifested in the structure of the book.

Book Structure

This book consists of an introduction (chapter 1), four chapters, and a conclusion (chapter 6). It starts with a fundamental introduction on translation studies, online social media, and related research background. Chapter 1 reviews previous studies on new materialities and new media and then highlights the significance of social media in translation studies, calling on us to focus on this burgeoning area. The remainder of the chapter provides an overview of the subsequent chapters.

Chapter 2 begins with an overview of the development of online social media, that is, definition and evolution. The chapter then concentrates on the literature in translation studies concerning the topic of translation and online social media, which contains a review of six major categories, for example, crowdsourced or collaborative translation, online activism, fan translation, and translation quality assessment. This chapter may indeed help readers familiar with the history of social media in relation to translation.

Chapter 3 presents an analysis of the theoretical connections between translation and online social media. By analyzing some statements and examples, the chapter successfully provides a convincing theory to account for the new phenomena and problems raised by online social media. More specifically,

this chapter delves into the changes in human communicational behavior caused by technology; that is to say, online social media can "shape or modify translation behavior or behaviors toward translation" (p. 36). This chapter also points out the links between translation and online social media, and devotes considerable space to the illustration of language's adaptation to the social media landscape such as the language of "emoji" and the crowdsourcing of online social media platforms in the context of the new "social media economy."

Chapter 4 moves from theory to translator training, focusing on key competencies relevant to online social media and translation programs based on the investigation of undergraduate training from Canadian universities. It reveals two crucial shortcomings in Canadian translation programs: the lack of courses in localization and online social media training. Therefore, it is believed that integrating online social media literacy and competencies into the translation curriculum can best prepare students with corresponding skills and ability for today's translation marketplace. Noteworthy as well is a section that revolves around the subject of addressing multimodal and multisemiotic translator training. This chapter also explores the issue of social media metrics and an account of building online social media communities of practice is provided.

Moving on to chapter 5, the author examines the connections between online social media and the professional translation market. This chapter, which focuses on online social media platforms (e.g., LinkedIn), shows how translators describe their work and roles. This is followed by an account of the knowledge translation of translation studies research via online social media platforms, an important space for the dissemination and discussion of new research in the field of translation studies. The reader is reminded that a translator's visibility is highlighted with the help of online social media. Furthermore, the author leads the reader into the topic of translation quality of online social media by discussing two separate Twitter accounts for English and French.

The concluding chapter wraps up the book with a summary of three key areas (theory, training, and professional practice) discussed in the previous chapters and identifies potential research directions for studies linking translation and social media, such as "self-translation of user-generated content by professional and nonprofessional translators and empirical analysis of keywords and hashtags used in professional translator profiles" (p. 123).

Merits and Flaws

By offering an introduction of theory, training, and professional practice on translation and online social media, the discussion in the book has perhaps proved its significance and provides a stepping stone to continued exploration on the new avenue of translation studies. This book has merits that recommend it to professionals and nonprofessionals alike: to professionals in translation studies and to nonprofessionals who hope to know how social media can be relevant to translation studies. The author combines a great emphasis on theoretical aspects, training issues, and practice-oriented perspectives related to translation and online social media with detailed and sophisticated accounts of emerging trends in the field of translation studies. The result is an intriguing and challenging report that underscores the

convergence between translation and online social media, a junction that has intensified since the advent of the digital era.

Nevertheless, it should be noted that the book also contains some flaws. For example, *ResearchGate*, an important online social media platform, deserves to be taken into consideration in section 5.3, "TS Research and Online Presence." Moreover, a list of the various online social media platforms could be added to the book. We are convinced that this would be useful for all potential readers. In addition, there are two obvious flaws on the contents page: "*TQA*" in the section 2.2.6 title should be written out in full as "*Translation Quality Assessment*" when appearing on such a formal page for the first time, and "lingua francas" in section 3.4 should be changed to "*Lingua Francas*."

Conclusion

All in all, this book takes a step in the right direction and undoubtedly has the potential to remain an important reference for translation studies in both theory and practice. It is with great interest and enthusiasm that we read and appreciate the illuminating links between translation and social media.