

# Words And Buildings: The Art And Practice Of Public Lettering

**Jock Kinneir**

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Words and Buildings misses out on the snappy title, but it does play a lot of the contemporary graphic tricks that clued-up publishers use to make slabs of heavy-duty academic prose look as if they have escaped from the narrow confines of the research assessment exercise compound and out into the wider world of culture and can be read as literature. The first half is a canter through the subject to establish the way that architects and critics use words, and are used by them. It is rarely with much grace or elegance. The second part provides a dictionary of the words that have formed the core vocabulary of modernist architectural critics. There are, however, just 18 of them, implying a silence that would have impressed even Mies. The quality of word-by-word translation is poor, it violates the norms of the TL and distorts the content and stylistic features of the ST. As for Lanchikov, he avoided transformations where they were unnecessary, while rendering the content and style precisely. At the same time the text contains passages to translate which not only transformations must be used but the meaning and function of the given passage must be considered thoroughly. One of them is the sentence It is altogether fitting and proper that we should do this. M.Berdy believes that the sentence must have been perceived by the

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