

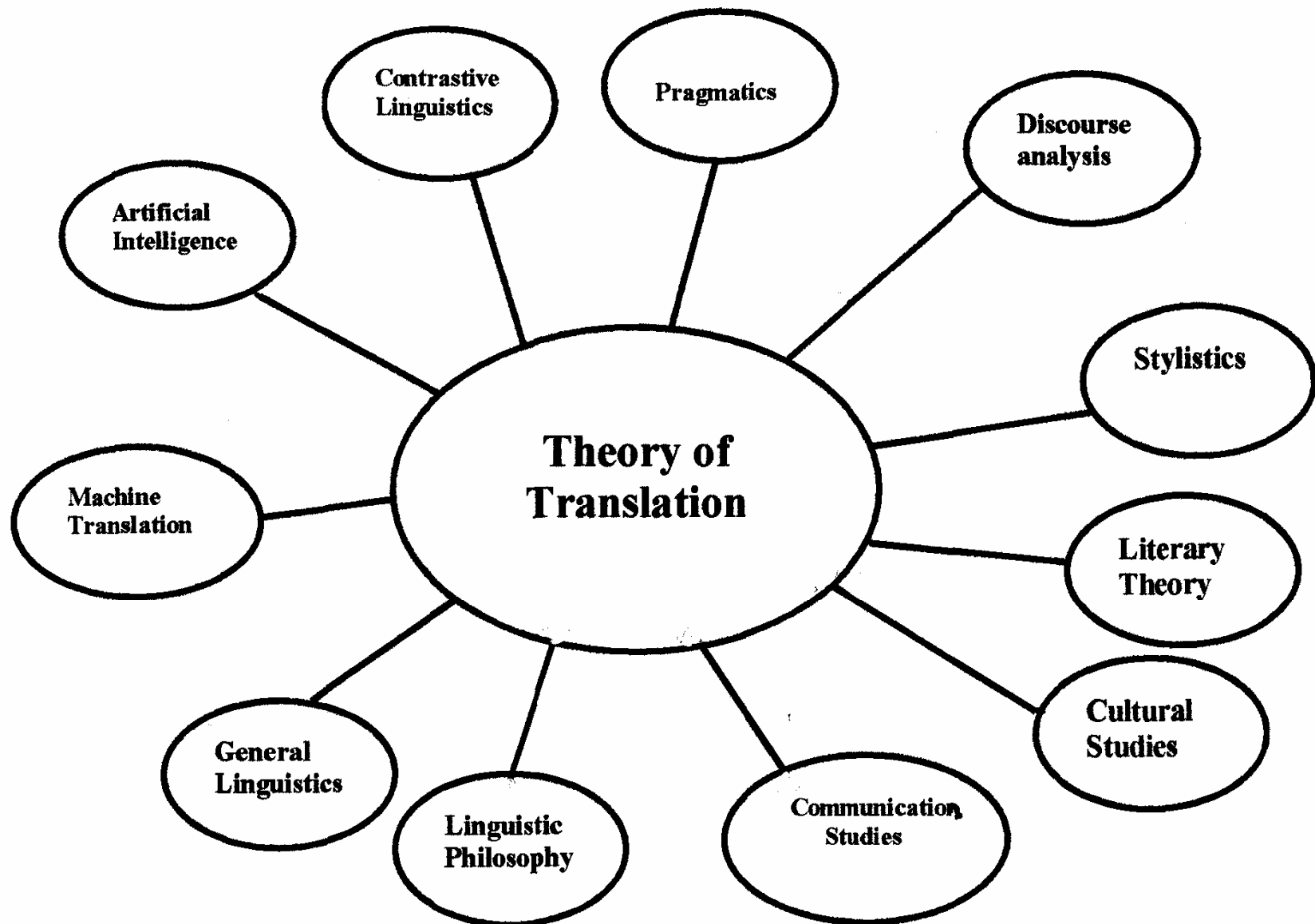
# **Translation theory and the NON literary text**

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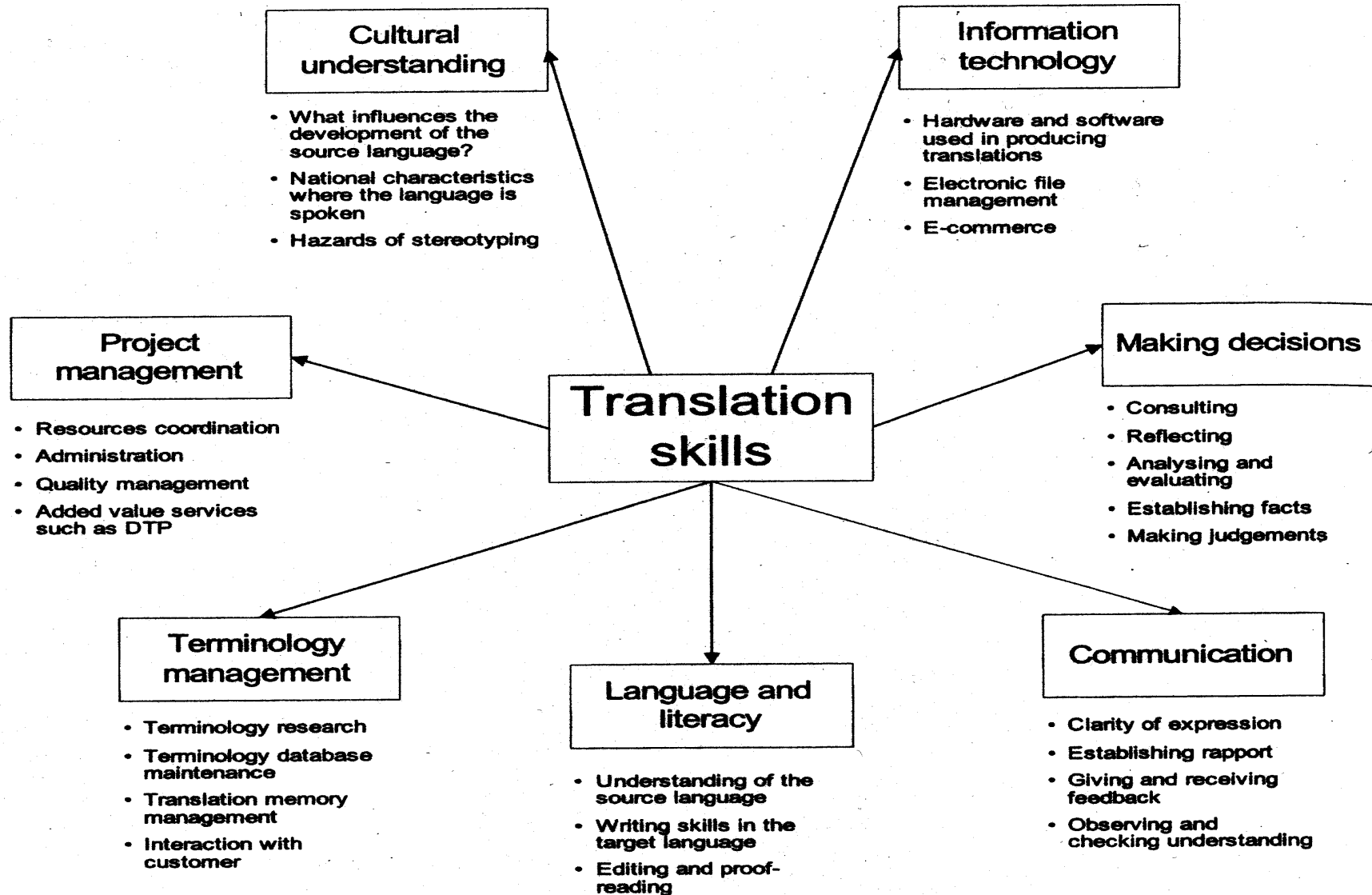
# General distinctions

- translating v. interpreting
- source language/text – SL / ST  
v. target language/text – TL / TT
- intralingual v. interlingual v. intersemiotic translation
- translation as a profession v. t. in language testing

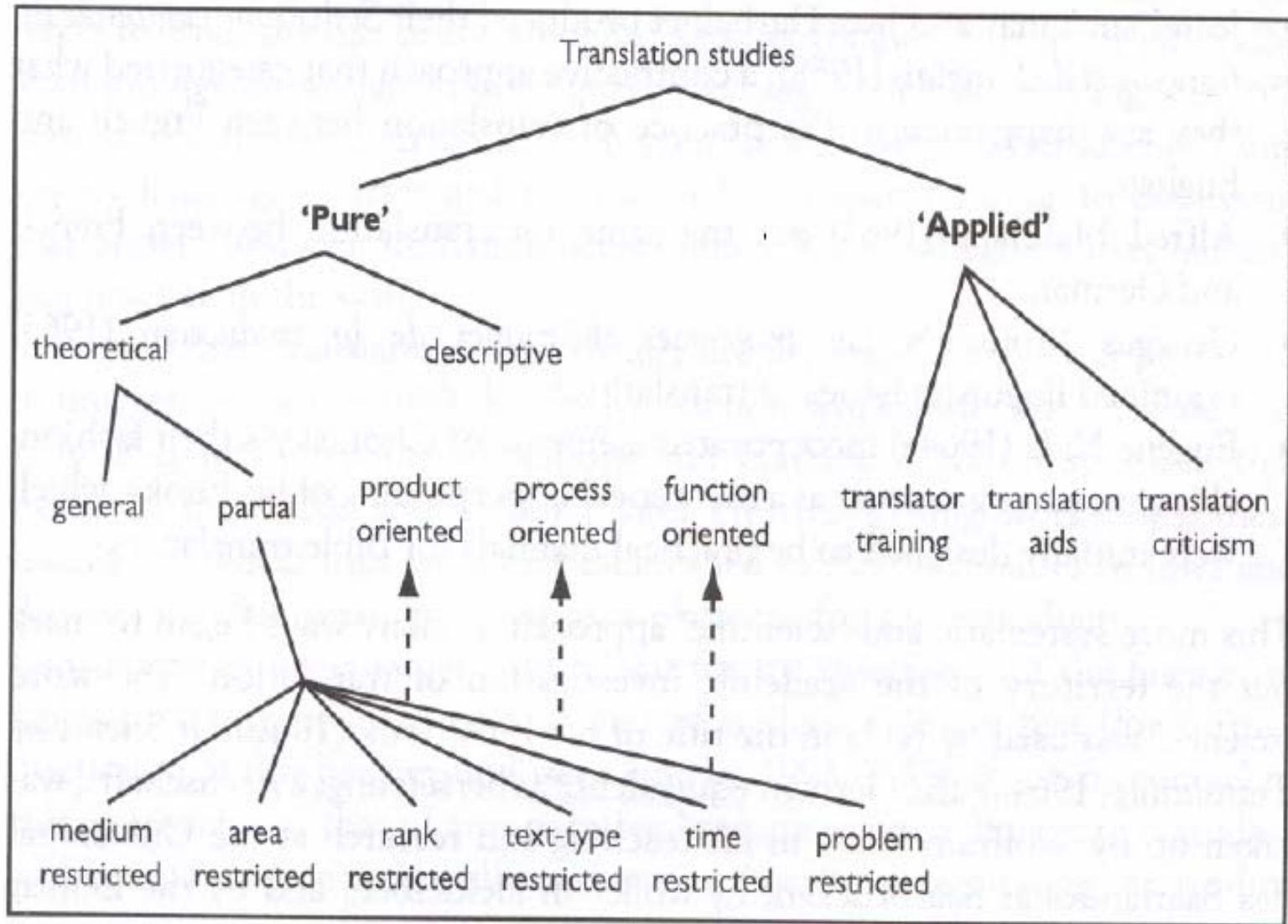
# related disciplines



# Samuelsson-Brown 2006: 65: Translation skills cluster



Holmes's 'map' of translation studies (from Toury 1995: 10)



'Applied'

Translator training

teaching  
evaluation  
methods

testing  
techniques

curriculum  
design

Translation aids

IT applications

dictionaries

grammars

translation  
software

on-line  
databases

use of  
internet

Translation criticism

revision

evaluation  
of translations

reviews

# “Translation Studies” – public perception

as mainly:

- Literary theory
- Cultural studies

and, possibly:

- Communication studies
- Stylistics & genre analysis

# "Translation Studies" – linguists' perception

as related to:

- Contrastive linguistics
- Pragmatics
- Discourse Analysis
- Stylistics

→ once dismissed as useless to Translation Theory all of these areas have been re-animated by

- corpus linguistics
- computer linguistics

# “Translation Studies” – IT-perception

IT specialists are increasingly fascinated by human language and translation:

- Machine Translation
- Machine assisted translation
- Knowledge Engineering
- Information Retrieval
- Artificial Intelligence

# Translation Theory: the professional perspective

- Translator training
- Translation aids
- Translation criticism
- Translation quality
- Translation policy
- Professional translation standards

# Translation theory

can be:

- Product-orientated, i.e. focuses the translation
- Function-orientated, i.e. examines the context and purpose of the translation
- Process-orientated, i.e. analyses the psychology of translation and process

but usually has elements of all three

# Early distinctions

People have been arguing for centuries about

- literal v. free v. faithful translation
- word-for-word v. sense-for-sense

e.g. Cicero, St Jerome, St Augustine, Martin Luther, Étienne Dolet, Alexander Tytler, Johann Wolfgang von Goethe, Friedrich Schleiermacher, Wilhelm von Humboldt, Arthur Schopenhauer  
(see Robinson 1997/2002)

# Bible translation

Bassnett (1991: 45-50): "The history of Bible translation is accordingly a history of western culture in microcosm".

- St. Jerome's translation into Latin in 384 A.D.
- John Wycliffe (1330-84) and the 'Lollards'
- William Tyndale (1494-1536), burnt at the stake
- Martin Luther: New Testament 1522, Old Testament 1534

→ try <http://www.biblegateway.com/cgi-bin/bible>

# Discussion 1: translation - art or science?

Can you teach translating?

- systematically or only by good-practice examples?

Do you need linguistics for translating?

- formal, functional, cognitive, ??

Do you need computers for translating?

- to compare, to systematise, to choose, ??

# ‘Linguistic’ approaches to translation

- language universals v. linguistic relativism
- science of translation
- “equivalence”
- translation ‘shifts’ / quality / norms
- discourse and register analysis

# Language Universals v. Linguistic Relativism

Language Universals – presuppose that languages and/or our capacity for language are universal and/or innate

– is translation simply different surface – same deep structure? (Chomsky)

Language Relativism – different languages show us different ways of viewing the world

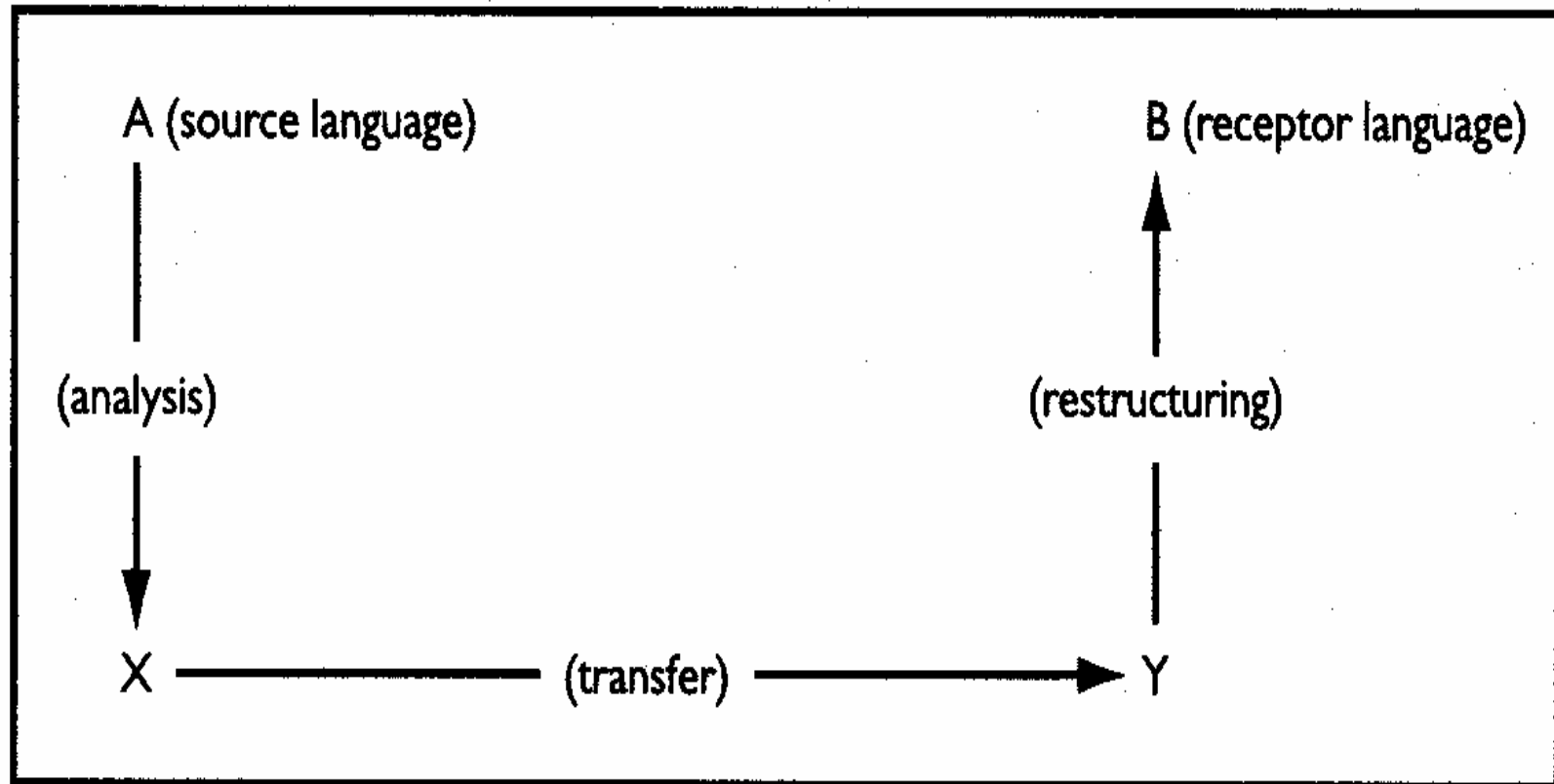
– is translation really possible? (Sapir-Whorf)

# Nida (1964): Science of translation

- Linguistic meaning
- Referential or denotative meaning
- Emotive or connotative meaning
- Hierarchical structuring
- Componential analysis
- Semantic structure analysis
- Formal and dynamic equivalence
- Applications to Bible translation

# Chomsky and TT

From Nida & Taber (1969: 33)



# From Nida (1964: 185-7)

- Greek ST:

1            2                    3                    4    5            6            7            8  
egeneto anthrōpos, apestalmenos para theou, onoma autō Iōannēs

- Literal transfer (stage 1):

1                            2    3    4    5    6    7            8  
became/happened man, sent from God, name to-him John

- Minimal transfer (stage 2):

          1            2            3    4    5    6            7            8  
*There* CAME/WAS *a* man, sent from God, WHOSE name was John

- Literary transfer (stage 3, example taken from the *American Standard Version*, 1901):

          1            2            3    4    5    6            7            8  
*There* CAME *a* man, sent from God, WHOSE name was John

or (example taken from *Phillips New Testament in Modern English*, 1958<sup>1</sup>):

2            6            7 8    3            4  
A man, NAMED \* John WAS sent BY God

*Notes:* Adjustments from the ST are indicated as follows: changes in order are indicated by the numeral order, omissions by an \*, structural alterations by SMALL CAPITALS and additions by *italics*.

# From Munday (2001: 50)

- 1 King James version (KJV, originally published 1611)
  - 1:1 In the beginning God created the heaven and the earth.
  - 1:2 And the earth was without form, and void; and darkness was upon the face of the deep. And the Spirit of God moved upon the face of the waters.
  - 1:3 And God said, 'Let there be light': And there was light.
  
- 2 New English Bible (NEB, originally published 1970)
  - 1:1 In the beginning God created the heavens and the earth.
  - 1:2 Now the earth was without shape and empty, and darkness was over the surface of the watery deep, but the Spirit of God was moving over the surface of the water.
  - 1:3 And God said, 'Let there be light': And there was light.
  
- 3 New American Bible (NAB, originally published 1970)
  - 1:1 In the beginning, when God created the heavens and the earth,
  - 1:2 the earth was a formless wasteland, and darkness covered the abyss, while a mighty wind swept over the waters.
  - 1:3 And God said, 'Let there be light': And there was light.

## Discussion 2: can we compare equivalence systematically?

Which system? on which level? how?

Can a translation be better than the original?

only in non-literary translation?

Koller (1976/89)

“Korrespondenz und Äquivalenz”

- Denotative equivalence
- Connotative equivalence
- Text-normative equivalence
- Pragmatic equivalence
- Formal equivalence

# Baker 1992 ch. 2: Equivalence at word level

- Morphology – lexical and syntactic
- Lexical Meaning
  - Propositional v. Expressive meaning
  - Presupposed meaning
  - Evoked meaning
    - dialect – geographical, temporal, social
    - register – field/tenor/mode of discourse
- Semantic fields and lexical sets

# Baker 1992 ch. 3: Equivalence above word level

- Collocation
  - Collocational range and markedness
  - Collocation and register
  - Collocational meaning
- Idioms and Fixed Expressions

# Baker 1992 ch. 4: Grammatical equivalence

- Grammatical vs. Lexical categories
- The Diversity of Grammatical Categories:
  - Number
  - Gender
  - Person
  - Tense and Aspect
  - Voice
  - Word Order

## Baker 1992 ch. 5:

# Textual equivalence: thematic structure

- Thematic and Information Structures
  - Halliday: Theme and Rheme
  - Sentence analysis – S Od Oi Cs Co Cp Adj Conj Disj
  - marked v. unmarked
  - Information Structure: Given and New
- Prague school: functional sentence perspective
  - Word Order and Communicative Function

# Baker 1992 ch. 6:

## Textual equivalence: cohesion

- Reference
- Substitution and Ellipsis
- Conjunction
- Lexical Cohesion

# Baker 1992 ch. 7: Pragmatic equivalence

- Coherence
  - Implicature
- Grice's cooperative principle and maxims of
  - Quantity
  - Quality
  - Relevance
  - Manner
- Background knowledge and politeness

# Vinay & Darbelnet (1977/2000)

## Translation 'shifts'

### Direct translation:

- Borrowing
- Calque
- Literal translation

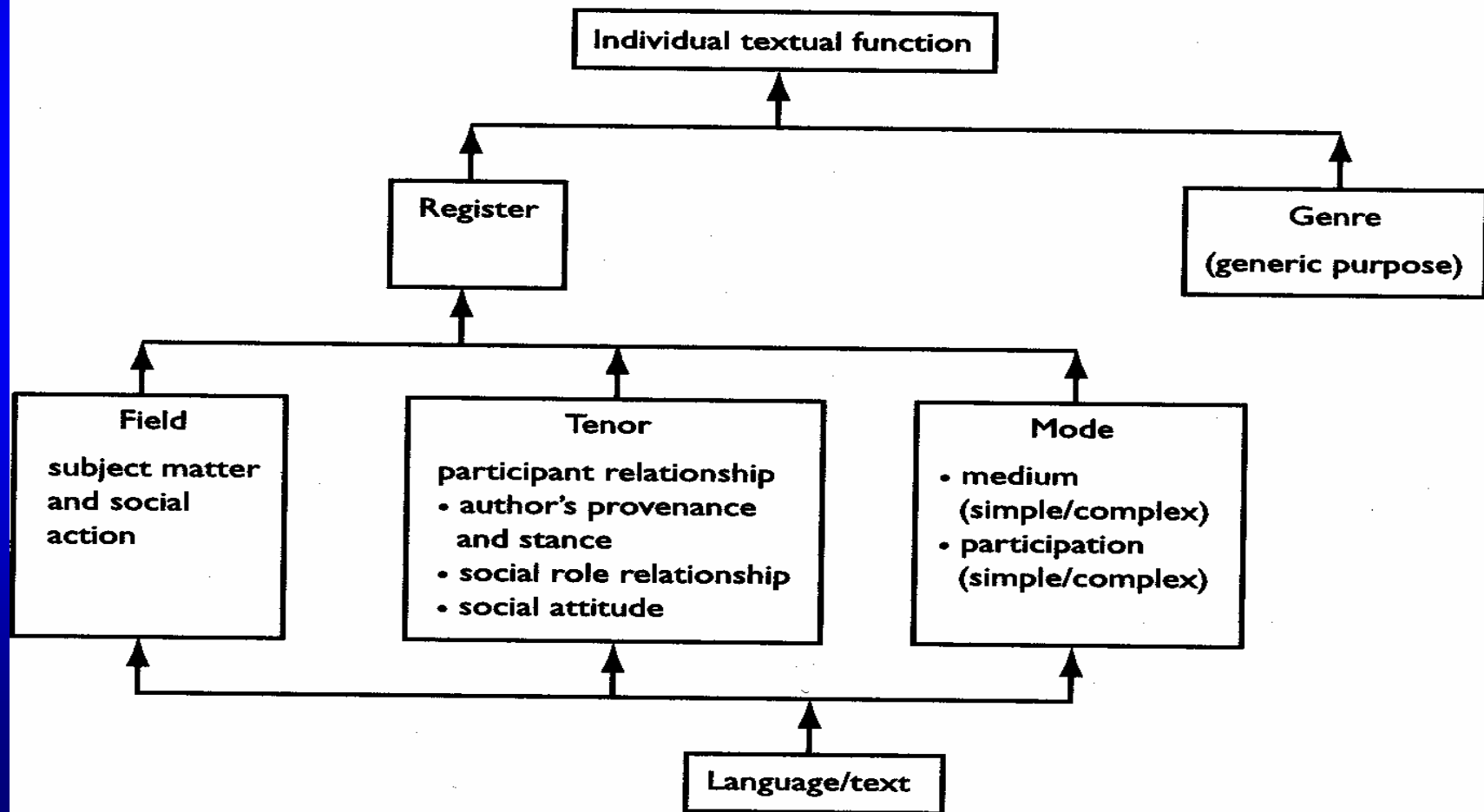
### Oblique translation

- Transposition
- Modulation
- Equivalence
- Adaptation

function at the level of the lexicon, syntax and message

# Translation Quality Assessment House (1997)

Scheme for analyzing and comparing original and translation texts (House 1997: 108)



# Reiss (1971): Text types and translation

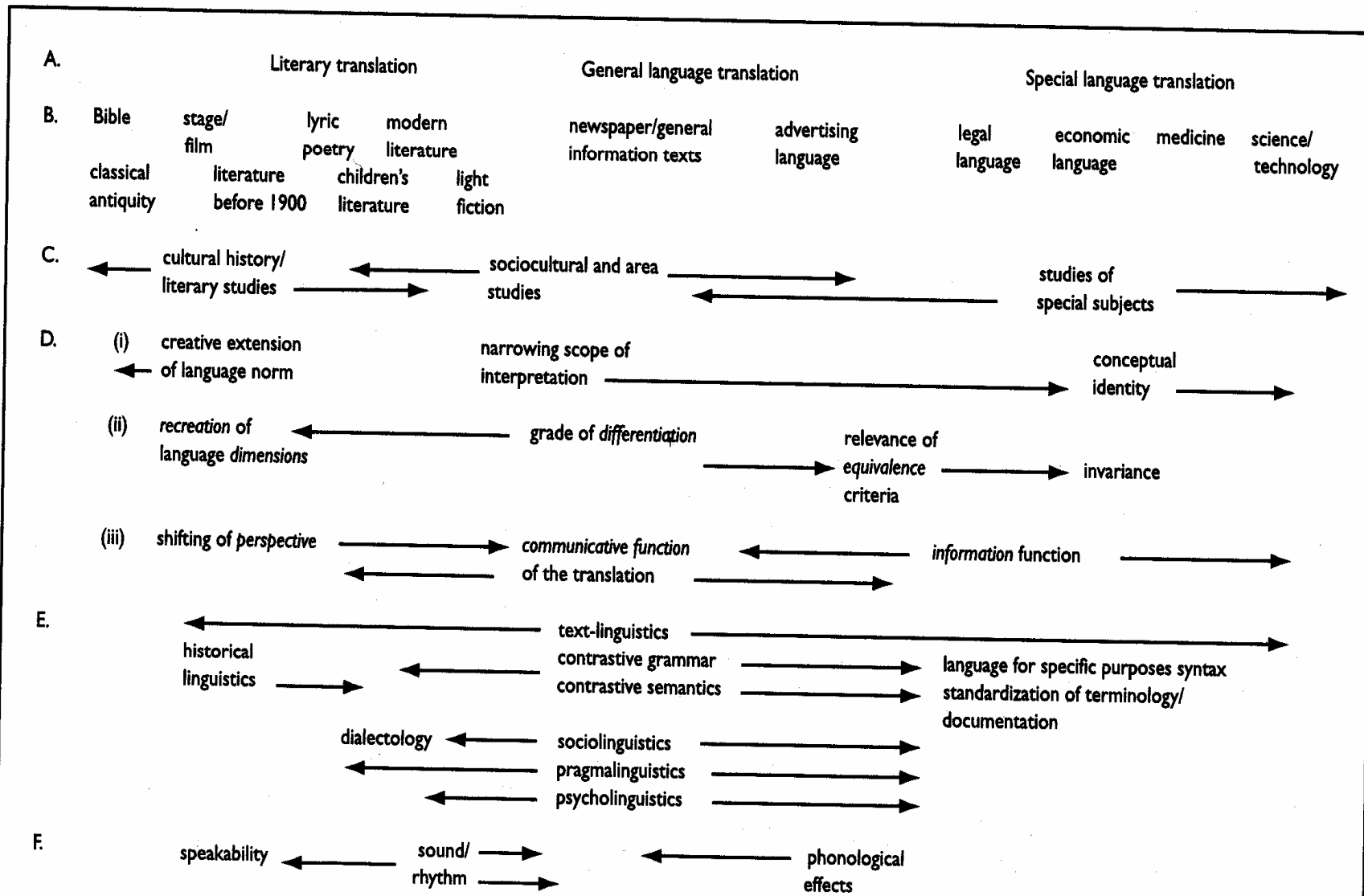
Functional characteristics of text types and links to translation methods (adapted from Reiss 1971)

<b>Text type</b>	<b><i>Informative</i></b>	<b><i>Expressive</i></b>	<b><i>Operative</i></b>
<b>Language function</b>	<b>Informative (representing objects and facts)</b>	<b>Expressive (expressing sender's attitude)</b>	<b>Appellative (making an appeal to text receiver)</b>
<b>Language dimension</b>	<b>Logical</b>	<b>Aesthetic</b>	<b>Dialogic</b>
<b>Text focus</b>	<b>Content-focused</b>	<b>Form-focused</b>	<b>Appellative- focused</b>
<b>TT should</b>	<b>Transmit referential content</b>	<b>Transmit aesthetic form</b>	<b>Elicit desired response</b>
<b>Translation method</b>	<b>'Plain prose', explicitation as required</b>	<b>'Identifying' method, adopt perspective of ST author</b>	<b>'Adaptive', equivalent effect</b>

# Snell Hornby (1995): Text types and t.

Figure II.1

Text type and relevant criteria for translation (from Snell-Hornby 1995: 32)



# Reiss & Vermeer (1984) – ‘Skopos’ theory

focuses on purpose or *skopos* of translation

Rules:

1. A TT is determined by its *skopos*
2. A TT is message in a target culture/TL concerning a message in a source culture/SL
3. A TT is not clearly reversible
4. A TT must be internally coherent
5. A TT must be coherent with the ST

# Chesterman's norms (1997)

Expectancy norms – expectations of readers

- Allow evaluative judgements
- Validated by a norm-authority

Professional norms

- Accountability norm = ethical
- Communication norm = social
- 'Relation' norm = linguistic (between SL and TL)

# Discussion 3: TL orientation in texts

## translation dilemma:

- ST norms = **adequate** translation
- TT norms = **acceptable** translation

Do we want to produce a TT that looks like an original?

What can be done to avoid too much standardization?

How can one avoid social or cultural bias?

How can one truly represent the original?

# Non-linguistic approaches to translation

## Derrida & Deconstruction (1960 >)

Deconstruction intends to demonstrate the instability of language in general and the relationship between signified and signifier in particular

'Deconstruction' can and has been used to 'deconstruct' much more than 'traditional literature', e.g.

- Political discourse
- Philosophy
- Psychology & Sociology
- Science

# Postcolonial Translation Theory

Spivak (1993/2000) and Niranjana (1992)

Cultural implications - translating between:

- Colonized and colonizing
- Politically powerful and weaker languages and cultures

Power relations

Translational and transnational factors

# Venuti (1995)

## The Translator's Invisibility

criticizes those, like Toury, who aim to produce value-free norms and laws of translation

interpretes Lefevere's notions of patronage and its influence in the context of Anglo-American publishing

uses 'Invisibility' to describe the translator's situation and activity in contemporary Anglo-American culture

## Discussion 4: the translator in the TT

Can the Translator be 'invisible'?

Should the Translator be 'invisible'?

- If, so – when? examples?

Can the Translator be 'invisible' and creative?

- If, so – when? examples?

# Technology and Translation

- Desktop Publishing
- Translation memories
- Terminology databases
- Translator's Workbench
- Machine translation
- Information resources

# Links

European Commission's translators' workshop /seminar  
/interesting articles:

[http://europa.eu.int/comm/translation/theory/index\\_en.htm](http://europa.eu.int/comm/translation/theory/index_en.htm)

[http://europa.eu.int/comm/translation/theory/workshops\\_en.htm](http://europa.eu.int/comm/translation/theory/workshops_en.htm)

[http://europa.eu.int/comm/translation/theory/seminars\\_en.htm](http://europa.eu.int/comm/translation/theory/seminars_en.htm)

[http://europa.eu.int/comm/translation/reading/articles/theory\\_and\\_practice\\_en.htm](http://europa.eu.int/comm/translation/reading/articles/theory_and_practice_en.htm)

Chemnitz links:

<http://ell.phil.tu-chemnitz.de/>