TRANSLATION
PROCEDURES & STRATEGIES
Translation:

A study that describes the process of literal rendering of meaning while adhering to form. Emphasis on general accuracy.
Form and content — Jakobson’s claim

“all cognitive experience and its classification is conveyable in any existing language” (e.g. cultural turn, NHS, democratic deficit, balkanizam, domovinski rat, Lijepa naša, štrukli, pašticada, American pie ...)

any concept peculiar to a specific culture (though inexistent in another culture) can be expressed any target language

Only poetry, by definition, is untranslatable
Ivir (1989):

Languages are differently equipped to express the same extralinguistic contents
A classical dichotomy between

Sense/content and form/style

– E.g. Written form of names in Harry Potter books – contribute to their meaning (**Tom Marvolo Riddle** – a riddle in itsef (an anagram of ‘I am Lord Voldemort’) – revelas the character’s true identity
  
  • FR: **Tom Elvis Jedusor** – **Je suis Voldemort**
  • **jedusor** (je/u du sort) = ‘game of fate’

*Content preserved by changing the form*

translation into CRO? (**HP and the Chambers of Secrets**)
Literal vs free TR

Typical dichotomy of the West (since Roman

Translating holy scripts (the Greek Septuagint)

Literal word-for-word TR (an aid to the Latin
reader, reasonably acquainted with Greek SL

"approach but, as an orator, I sought to
preserve the general style and force of
tage\n
languag\n
"
Jerome (395 AD)

*I render not word-for-word but sense for sense approach* in translating a sensitive text (the Bible: repository of truth and the word of God)

Translator should remain **true** to the ‘*official*’ interpretation of the word of God

– TR into the **vernacular** – persecution and execution
Literal and free

Still valuable TR strategies (tourist brochures, operating instructions, etc.)
Especially in closely related languages
However, the risk of creating false friends or ‘translationese’ (translator’s habit – TR too transparent)

Multi-fruit / Mehrfrucht = više/mnogo(?) voać (nekoliko vrsta voać; tri vrste voać?)

fund-raising campaign
‘Translationese’

Pejorative term

*Stilted form of the TLT* (formal, pompous, or bombastic) from calquing SL lexical and syntactic patterns

cf. TR universals
Translationese/translatorese

Toury’s laws: how translators produce translations (1995):

1. the law of increasing/growing standardization (a translation is like all other translations)

2. the law of interference (translations are like source texts)
Translationese/translatoorese: 
*standardization vs interference*

A SLT feature will tend to be replaced by a feature from the stock held in waiting in the TL genre (‘repertoremes’)

Textual relations obtaining in the original are often modified in favour of more habitual options offered by a TL (translator’s habits / preferences)

Translators tend to disambiguate and simplify – the effect is greater standardisation

Translations are simpler, flatter, less structured, less ambiguous, less idiomatic, less specific to a given text (genre or register), more habitual
Translationese/translatorese: standardization vs interference, etc.

Translations have less linguistic variation than non-translations (Pym 2000)
Transators over-translate (Mounin 1963)
Translations tend to carry over structures of their source texts
Translators produce foreign-sounding language
Tendency to exaggerate features of the TL and to conform to its typical patterns
Leveling out = tendency of translated text to gravitate towards the centre of a continuum (Baker 1993) – texts of a TR corpus are more like each other in terms of lexical density, type-token ratio, mean sentence length than individual texts in a comparable corpus of original (English) texts
Translationese/translatorese: standardization vs interference, etc.

Phenomena pertaining to the make-up of the SLT tend to be transferred to the TLT.

Simplicity = the normal codifies practices of the TLT system.

Transfer – negative/positive: when the translation deviates (does not deviate) from what is normal in TL system.

Even when the results are invisible to the TL reader, there is still interference.

Translation of a manual normally conforms to the way Croatians/Italians write instruction manuals.

TR normally follows text structure (sequence of sentences, division into paragraphs, etc. – there must be a good reason to change this, break a paragraph, etc.

**Standardization vs interference ?!!!** (Baker vs Toury?)

- Symplistic vs intellectualist?
- Reasonable vs complicated?
- A possible unification
Translation universals

Explicitation
Domestication
Simplification
Normalization / conservatism
Interference
Levelling out

'Translatorese' (Newmark 2003) – automatic choice of the most 'common' (?) dictionary translation of a word (often inappropriate to the context!)

- See also: M. Baker (1993)
Comprehensibility vs translatability

Literal translations fail to realise that not all texts or text users are the same (e.g. literary-serious vs pragmatic texts)

*Impaired comprehensibility* – a major problem

‘extent to which, despite obvious linguistic differences (grammar, vocabulary), meaning can still be adequately expressed in another language’ (Hatim 2008)
Is everything translatable?

Yes, to a certain extent (Jakobson 1957), FULL translatability –

– ‘to make somebody ashamed of his behaviour’ (modern translation of the Bible) =
– (?) ‘to heap coal of fire on his head’ (original Hebrew)
– ‘Blackening his head’ = unspeakable shame
Procedure, Dict. Def.:  

1. A manner of proceeding; a way of performing or effecting something: standard procedure.  
2. A series of steps taken to accomplish an end: a medical procedure; evacuation procedures.  

...  

[French procédure, from Old French, from proceder, to proceed; see proceed.]
Strategy

a particular long-term plan for success, esp. in business or politics

a plan or method for achieving something, especially over a long period of time e.g.

– successful language-learning strategies
– The countries hope to devise a common strategy to provide aid.
PROCEDURES & STRATEGIES

Procedure: *a way of acting or progressing in a course of action, esp. an established method* (one sentence, clause, phrase, word)

strategy: *a plan or method for achieving a specific goal* (the whole text)
Translation procedures (Gallagher 1996)

“Technical devices used to transfer meaning of a text in one language into a text in another language” (p.31), i.e.:

– **adding** structural or lexical elements to those present in SL or substracting from them

– **eliminating** elements that are obligatory in the SL but unnecessary in the TL or with no counterpart in TL

– and where disparity between the two media goes beyond language patterns, **adapting** the content of the message so that the TL text will as close as possible to the content of the SL text and create a similar impact
TR Procedures:

A procedure is a means of translating a particular element as part of a strategy (e.g. cultural borrowing, calque, cultural substitution and definition are amongst the procedures available for the translation of cultural references).

Some procedures are limited in scope, others can apply to wider units, including a whole text (e.g. exoticism with minimum/maximum presence of the translator in the case of cultural references; see Mailhac 1996a).

A procedure is thus a tool to be exploited in the broader context of a strategy in order to solve a translation problem.

To the extent that the properties of a tool are determined by its intended use, procedures are goal oriented and, being part of the translational output, they are visible (e.g. one can see whether a culture-specific term has been borrowed, defined in a footnote, etc. in the translation).

Types: lexical & syntactic procedures
(1) - Lexical

- lexical repetition (*It's very good* > *To je jako, jako dobro*) (Cro.?)
- use of lexical superlative/diminutive (*I love* > *obojžavam*)
- addition of noun (*hers* > *od Marije, Marijino*)
- addition of adverb or adverbial phrase (*lijepo i fino*)
- addition of interjection (*pardon, oprostite, vidite, gledajte, na primjer, k vragu*)
- addition of particle (*zar ne, usput, ne, li; etc.*)
- addition of adjective or adjectival phrase (*one* > *jedini, jedincati*)
- addition of verb (*but all he said was* > *ali zadovoljio se je time što je pitao*)
- addition of conjunction (*Who are you?* > *Et qui es-tu, toi?*)
- addition of lexical sequence
- focus (*Pour ma part / što se mene tièe, s moje strane*)
- surprise (*Kakve li ideje!*)
- lexical harmonisation (use of an idiomatic expression appropriate to the context: *This time there could be no mistake* > *ovog puta nije bilo apsolutne nikakve sumnje* [= ... there could not be the shadow of a doubt])
(2) **Syntactic procedures**

**syntactic reprise (ante- and post-position):** (there & rheme) *I know what you want:* Ah, *ti*, znam ja dobro *što ti želiš!* [literally: *Ah, you, I know what you want*]

**adding a clause (što se mene tiève)**

**cleft sentences** (*I did it > Ja sam to uèinio; Ja sam taj koji je to uèinio*)

**change of sentence type** (to exclamatory, negative, interrogative, etc.: *You would tell Olivia ... > Zašto si to zaboga trebao reæe Oliviji ..... [= Why on earth did you have to tell Olivia...?]*
Morphological procedures

Stressed personal pronoun forms (mene, tebe, njega, nju etc.); use of reinforcement (vi osobne demonstrative pronouns (e.g. taj isti, ta ista, onaj isti)

demonstrative adjectives (e.g. taj, to, onaj)

Phonetic procedures (vowel/consonant lengthening: Dreadfully old-fashioned > Strrrrrrašno staromodno
TR Procedures (Mailhac, 2007), ctd

**Punctuation** (commas, suspension points, dashes, exclamation marks, inverted commas)

**Typographical marker** (e.g. bold, italics, underlining)

**Descriptive label** (...she replied, sounding surprised – odgovorila je, izgledajuæ iznenaðeno)

**Compensation** (e.g. transfer of emphasis from that to a reinforced negation— du tout / nikako—in the following example: Oh, I shouldn't like that! > O, ne bih to æelio, nikako!;)

**Combination of procedures** (e.g. morphological + typographical: As if I would talk on such a subject > Comme si moi, j'allais parler d'une chose pareille!): Cro: Kao da bih se ja usudio govoriti o neæem takvom!

0) **Deletion** (I have tasted eggs, certainly > J'ai certainement goûté à des œufs: the emphasis on the auxiliary is not actually rendered because of the presence of certainly): Cro: Svakako, probao sam jaja ...
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Formal complexity</td>
<td>The extent to which the structure involves a single or many elements.</td>
</tr>
<tr>
<td>2. Functional complexity</td>
<td>The extent to which the meanings realized by a structure are transparent or opaque.</td>
</tr>
<tr>
<td>3. Reliability</td>
<td>The extent to which the rule has exceptions.</td>
</tr>
<tr>
<td>4. Scope</td>
<td>The extent to which the rule has broad or narrow coverage.</td>
</tr>
<tr>
<td>5. Metalanguage</td>
<td>The extent to which the rule can be provided simply with minimum metalanguage.</td>
</tr>
<tr>
<td>6. L1/L2 contrast</td>
<td>A feature that corresponds to an L1 feature is easier than a feature that does not.</td>
</tr>
</tbody>
</table>
'strategy' is conceptually broader than 'procedure,' hence it refers to a "method employed to translate a given element/unit (including a whole text) making use of one or more procedures selected on the basis of relevant parameters."

A strategy thus links procedures with the conditions which obtain when they are used, these being specified in terms of parameters.

It can be either ad hoc, and be restricted to a specific context or more general, and be reusable in a range of contexts.

When generalizable, a strategy can be construed as a rule...
TR procedures (Gallagher 1996)

- Transcription
- Transliteration
- Borrowing
- Literal TR
- Transposition – Translation shifts
- Modulation
- Adaptation

- Cf. J. D. Gallager (1996) German-English translation: texts on politics and economics
  = Deutsch-englische Übersetzungsübungen
TR procedures - Nida (1964)

**Technical procedures:**
- analysis of the source and target languages;
- a thorough study of the source language text before making attempts to translate it;
- Making judgments of the semantic and syntactic approximations. (pp. 241-45)

**Organizational procedures:**
- constant reevaluation of the attempt made;
- contrasting it with the existing available translations of the same text done by other translators, and
- checking the text's communicative effectiveness by asking the target language readers to evaluate its accuracy and effectiveness and studying their reactions. (pp. 246-47).
Kings (1986:18): **translation strategy:**
"translator's potentially conscious plans for solving concrete translation problems in the framework of a concrete translation *task,*"

Seguinot (1989) - **three global strategies:**

(i) translating without interruption for as long as possible
(ii) correcting surface errors immediately;
(iii) leaving the monitoring for qualitative or stylistic errors in the text to the revision stage.
Harvey (2000: 2-6) techniques for translating CBT (culture-based texts)

**Functional Equivalence**: It means using a referent in the TL culture whose function is similar to that of the source language (SL) referent.

**Formal Equivalence or 'linguistic equivalence'**: It means a 'word-for-word' translation.

**Transcription or 'borrowing'** (i.e. reproducing or, where necessary, transliterating the original term): It stands at the far end of SL-oriented strategies. If the term is formally transparent or is explained in the context, it may be used alone. In other cases, particularly where no knowledge of the SL by the reader is presumed, transcription is accompanied by an explanation or a translator's note.

**Descriptive or self-explanatory** translation: It uses generic terms (not CBTs) to convey the meaning. It is appropriate in a wide variety of contexts where formal equivalence is considered insufficiently clear. In a text aimed at a specialized reader, it can be helpful to add the original SL term to avoid ambiguity.
Venuti (1998:240)

**translation strategies:** "involve the basic task of choosing the foreign text to be translated and developing a method to translate it."

the concepts of:

– domesticating and

– foreignizing
Newmark (1988b)

difference between translation methods and translation procedures:

"While translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language"

**Word-for-word translation**: in which the SL word order is preserved and the words translated singly by their most common meanings, out of context.

**Literal translation**: in which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.

**Faithful translation**: it attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures.

**Semantic translation**: which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text.

**Adaptation**: which is the freest form of translation, and is used mainly for plays (comedies and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten.

**Free translation**: it produces the TL text without the style, form, or content of the original.

**Idiomatic translation**: it reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

**Communicative translation**: it attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (1988b: 45-47).
Newmark – translation procedures:

**Transference:** it is the process of transferring an SL word to a TL text. It includes transliteration and is the same as what Harvey (2000:5) named "transcription."

**Naturalization:** it adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL. (Newmark, 1988b:82)

**Cultural equivalent:** it means replacing a cultural word in the SL with a TL one. However, "they are not accurate" (Newmark, 1988b:83)

**Functional equivalent:** it requires the use of a culture-neutral word. (Newmark, 1988b:83)

**Descriptive equivalent:** in this procedure the meaning of the CBT is explained in several words. (Newmark, 1988b:83)

**Componential analysis:** it means "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components." (Newmark, 1988b:114)

**Synonymy:** it is a "near TL equivalent." Here economy trumps accuracy. (Newmark, 1988b:84)

**Through-translation:** it is the literal translation of common collocations, names of organizations and components of compounds. It can also be called: calque or loan translation. (Newmark, 1988b:84)
Shifts or transpositions: it involves a change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth. (Newmark, 1988b:86)

Modulation: it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective. (Newmark, 1988b:88) – different points of view

Recognized translation: it occurs when the translator "normally uses the official or the generally accepted translation of any institutional term." (Newmark, 1988b:89)

Compensation: it occurs when loss of meaning in one part of a sentence is compensated in another part. (Newmark, 1988b:90)

Paraphrase: in this procedure the meaning of the CBT is explained. Here the explanation is much more detailed than that of descriptive equivalent. (Newmark, 1988b:91)

Couplets: it occurs when the translator combines two different procedures. (Newmark, 1988b:91)

Notes: notes are additional information in a translation. (Newmark, 1988b:91)
TRANSLATION PROCEDURES:

Technical devices used to _transfer_ meaning of a text in another language:

**ADDING / SUBTRACTING FROM:**
- Structural or lexical elements beside those r~t in SLT

**ELIMINATING** elements that are obligatory in SL but unnecessary / with no counterpart in TL

**ADAPTING** the _content_ of the message SO THAT the TLT comes as close as possible to the INTENT of the SL T and create a similar IMP ACT
transfer:

a) grammatically
b) by lexical means
c) by direct reference to extralinguistic situation
d) by a combination of the above
Vinay - Darbelnet (1958)

Stylistique comparée (1958)

First systematic attempt:

PREMISE: the translation process manifests itself as a series of linguistically comprehensible procedures. (3+4 = 7)

Literal (traduction directe): emprunt, calque, traduction literale

On-literal (tr. oblique): transposition, modulation, equivalence, adaption
Types of TR procedures:

- Transcription
- Transliteration
- Borrowing
- Calquing (Vinay-Dalbernet)
- Cultural equivalent (équivalence) (Vinay-Dalbernet)
- Literal TR
- Transposition – Translation shifts
- Modulation
- Adaptation
- Parphrase
- Definition
- Deletion, omission

- J. D. Gallager (1996) *German-English translation : texts on politics and economics* = Deutsch-englische Übersetzungsübungen
  http://www.erudit.org/revue/meta/2001/v46/n4/002490a
1. Transcription

A representation of speech sounds in phonetic symbols, i.e. rendering SL sounds into TL form (letter) (transference):

- Names in scripts (Arabic, hebrew, Chinese, Japanese): Fujiyam
  – Fudžijama; Beijing – Peking – Beidžin; Esmail, Ismail, Salam, Selam, Salaam, As-Salamu `Alaykum (Also: from Latin , )
  alphabet into another language using Lating alph. (same alphabet but lacking some sounds): Caesar - Cesare, Tzar, car

Phonological systems of an SL may be very different from the TL => pronunciations quite different

Pron. – in accordance with TL phonological rules of
established convention for the transcription of certain name
(usu. approximations of SL pronunciation): Muenchen = Munich, Cologne, Prague; Pariz, Venecija (Mleci), Prag,
Transliteration occurs when the translator transcribes the SL characters sounds in the TL (Bayar, 2007).[1] In other words, this procedure refers to the conversion of foreign letters into the letters of the TL. This operation usually concerns proper names that do not have equivalents in the TLT.

– many scholars and authorities refuse to consider transliteration as a translation proper, since it relies on transcription rather than searching for the cultural and semantic equivalent word in the TL.

– Yet, if we believe in the truth of this judgment, how can we define or call the operation where the translator finds himself obliged to transcribe proper nouns or culturally-bound words in the SLT for the sake of preserving the local color?
2. Transliteration

Transliteration is the practice of transcribing a word or text written in one writing system into another writing system. It is also the system of rules for that practice. (Wikipedia 2006)

Rendering of any alphabet or script (e.g. non-Latin) into another (e.g. Latin alphabets) – (e.g. Greek for science symbolism) – a barrier in TR from Arabic / Hebrew etc. into Croatian / English / German / Italian e.g. intifada, salaam aleikum, Asalaam 'Alaykum; harakiri; Laozi not Lao Zi; but Confucius - not Kongfuzi; shalom; Jehovah, Jahve

Orthographic modifications: Russian in cyrillic scripts has to be translated into a TL using Latin alphabet usually: examples entail both transcription and transliteration: Kremlin < Kreml (Kremlj) (citadel); Performanz (G) - performanse Beijing, Myanmar, Mumbai
Transliteration:

*a transcription from one alphabet to another*

*the practice of taking words from one language, written in one alphabet, and putting them in another language with another alphabet.*

Bible translators often choose to transliterate words and thus create new words in English, instead of using existing English words with equivalent or nearly equivalent meanings (sometimes because they don't think English *has* a nearly equivalent word).
“Translation” - identifying the corresponding word(s) in one language to their meaningful equivalent in another language.

“Transliteration,” - essentially means converting word(s) in one language to word(s) in another language by means of their close approximation in sound. This is usually done because:

– it’s more intuitive or easier
– meaningful corresponding word(s) simply do not exist in the target language (as is oftentimes the case with names and places)
3. **BORROWING**

*Empu**: when the TL has no equivalent for a SL unit; gaps in the resources of TL filled by borrowing cluster of SL lexemes **without** formal or semantic modification:

**Lexical**: Blitzkrieg, snorkel; perestroika; (E <.' G / R); know-how, jet-set, teenager, brain-wc;shing, talk-show, output, pub , talkshow, hardtalk, ambience, detent, coup, attentat, demarche

**Structural**: (pl. / gender: coiši, baksa,fajla; (-er: tanker, /tramper; doksiderice, jeans, (er. naturalisation) - orthographic and phonological adaptations)

**Concept + structural**: pub, superman (from Übermensch); ombudsman; Knesset; Bundestag; Sabor; Montecitorio; Capitol; tea-break, baseball
4. CALQUING / CALQUES - LOAN TRANSLATION

Adoption by the TL of a phrase or a compound word whose components are literal translation of a corresponding phrase or compound in the SL

teorija skupova radno/kapitalno intenzivna ulaganja, stopa rasta,
planiranje obitelji, kontrola rađanja, sastanak na vrhu, lovac presretaè,
željezna zavjesa, papirnati tigar, part-time job / work (Teilzeitarbeit), case study (Fallstudie), reasonable price (vernuenftiger Preis); send a clear message; prepoznati problem, biti u crvenom (financije, dugovi)

Semantic borrowing: nominacija; modna industrija
5. LITERAL TRANSLATION

one-to-one STRUCTURAL and CONCEPTUAL correspondence: borrowing and word-for-word TR

Syntactic structure = isomorphic

– He has stolen the money. - On je ukrcao novac.

Word-for-word TR: word as a unit of TR

(assumption: there is a structural correspondence between a pair of languages)
Different classifications:

<table>
<thead>
<tr>
<th>Classification Type 1</th>
<th>vs</th>
<th>Classification Type 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>LITERAL</td>
<td>vs</td>
<td>FREE</td>
</tr>
<tr>
<td>LITERAL</td>
<td>vs</td>
<td>NON-LITERAL</td>
</tr>
<tr>
<td>SL-ORIENTED</td>
<td>vs</td>
<td>TL-ORIENTED</td>
</tr>
</tbody>
</table>
Definitions

insufficiently differentiated, no clear-cut borders, degrees of literalness & freedom,

Terminology: conceptually not clear, vague, varying with authors, schools, traditions:

– word-for-word; word-by-word
– Wort-für-Wort Übersetzung, wortliche Übersetzung
– traduction literal, traduction directe, traduction mot à mot
'Literal TR is the **easiest** and **simplest** form of translation, it occurs *whenever word-by-word replacement is possible without breaking (grammatical) rules* in the target language;

this, however, is “quite **rare** unless the two languages are very closely related.” - Vachon-Spilka (1968)
TR procedures:

TRANSLATION PROCEDURES

LITERAL

Word-for-word

literal

FREE

free
FREE TR is always *unbounded* (i.e. equivalences shunt up and down the *rank*-scale), but tend to be at the higher rank - sometimes between larger units than a sentence.  

**WORD-FOR-WORD TR** generally means what it says: i.e. it is essentially *rank-bound* (i.e. remaining) at word rank (but may include some morpheme-morpheme equivalences)  

**LITERAL TR** lies between these extremes; it relies on the word-for-word translation, but makes changes in conformity with TL grammar. . .; this may make it a group-to-group or clause-to-clause translation. ‘  

Some theorists use the words (literal & 1:1) interchangeably
<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
<th>German</th>
<th>Dutch</th>
<th>Italian</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>have</td>
<td><em>Ich habe</em></td>
<td>das Buch</td>
<td>gelesen</td>
<td></td>
</tr>
<tr>
<td>Dutch</td>
<td><em>Ik heb het boek gelezen.</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italian</td>
<td>ho letto il libro.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russian</td>
<td>прочитал(а) книгу.</td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>
Occasionally LIT & 1:1 TR are the same:

*Where is the boy?*  
*Gdje je djeèak?*

*He will probably come.*  
*On æ vjerojatno doæ*

*I have left the book on the table.*  
*Ostavio sam knjigu na stolu.*

BUT: frequently 1:1 TR is inadequate (distortion of texts)

HOWEVER: 1:1 TR is better than NO TR at all

– E.g. in MT procedures, restricted languages, LSP communication/texts

**RECTIONALITY of TR:**

<table>
<thead>
<tr>
<th>LITERAL</th>
<th>set up bi-directionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1</td>
<td>not –bi-directional</td>
</tr>
<tr>
<td>NON-LITERAL</td>
<td>unidirectional</td>
</tr>
</tbody>
</table>
Colorless green ideas sleep furiously.
Bezbojne zelene ideje Žestoko spavaju.

Healthy young babies sleep soundly.
Zdrave male bebe èvrsto spavaju.

(more or less) **same syntactic principle:**

1a: logically incoherent, making sense (in line with speaker's experience)
2a: equally strange to an English or Croatian speaker
2a: identifiable & acceptable to both E & Cro speakers:

SAME semantic CONCEPTS
Poor literal translation frequent in advertising
Instructions, etc.
Literalness:

Due to adherence to the lexical and syntactic properties of SLT

the continuum of TR procedures
Literalness depends on:

Text type (eg. Legal documents)
Audience
Purpose
General translation strategy of the TLR
Competence in the foreign language
Cultural awareness
Translatability is possible because

leaning understood in terms of:

ST contents
Communicative purpose
Target audience
Purpose of translation
Shared knowledge and culture
Cultural gaps are bridgeable
Understanding utterances:

**NOT only** dependent on GRAMMATICAL correctness

**BUT**

– *(sharing or lacking of) SEMANTIC CONCEPTS*
– LOGICAL COHERENCE
– COMMUNICATIVE INTENT *(PRAGMATICS)*, etc
SL text **mechanically reproduced** in a TL text:

- **distorts** the grammatical and stylistic patterns of the receptor language, and
- **distorts** the message (misunderstanding, hard understanding)

*Clinton has no intention to resign.* ('faux amis' TR)

*Clinton nema namjeru *rezignirati*. (dati ostavku)*

*You are the director and he is the producer.*

*Ti si redatelj (*direktor*) a on je producent.*

- **NB:** (semantic aspects of literal TR: *resign*: (*step down* vs *be demoralized*) because of the lack of interlingual lexical COMMENSURABILITY
Literal TR: issues

**Level/Unit:** Word for word; phrase for phrase; clause for clause; sentence for sentence

**Assumption:** *for each word in the TL there is a corresponding word in the SL* - a kind of interlingual synonymy

- Even **technical texts** contain many lexical items having a wide variety of meanings
- Words are additionally influenced by **contextual / situational restrictions** (context of situation)
- **BUT:** **No 1:1 correspondence**
- Only for internationally standardised terms (closed system words / **restricted languages**: chemistry, physics, norms)
6. Équivalence

Stylistic equivalence (Vinay-Darbelnet 1957)

**equivalence-oriented translation as a procedure which 'replicates the same situation as in the original, whilst using completely different wording'** (Vinay-Darbelnet:342).

If this procedure is applied during the translation process, it can maintain the stylistic impact of the SL text in the TL text.

Equivalence is therefore the ideal method when the translator has to deal with proverbs, idioms, clichés, nominal or adjectival phrases and the onomatopoeia of animal sounds.

- idioms, phrasal expr.
- *take the bull by the horns* - *uhvatiti se smjelo ukoštac s teškoæma* (Bujas 1999) *(to face and tackle a difficulty without shirking)* *(Collins)*
- *Bacaleureat* *(Fr. )* – A-Level / Abitur / matura
- *prvostupnik / BSc – inženjer – diplomirani inženjer – magistar – magistar strukture?* *(problem nazivlja prema Bologni)*
- *diploma, svjedodžba?*
- *different reactions to physical or mental stimuli (pain, surprise)*
replacing a grammatical structure in SL with a grammatical structure of a different type in TL in order to achieve the same effect;

rendering of a SL element by syntactico-syntagmatic structures which have the same meaning but do not correspond formally bordering on or closer to non-literal translation
There is absolutely no truth in his deposition.

Njegova izjava (prijava za sud) nije uopće bila istinita.

John's face was red with shame.

Johnovo/Ivanovo se lice zacrvenjelo od stida.

The airplane made a smooth landing in spite of its engine trouble.

Zrakoplov se lagano spustio usprkos teskoćama s motorima

NB: several possibilities of (ie. TR renderings) - even within the same language (from various forms of transposition to paraphrase)
Transpositions: obligatory vs optional

**OBLIGATORY transpositions:**

.: must be made if the SL structure of the utterance does not comply with the grammatical rules of TL:

- word order (in Engl.) vs. Croatian / German word order:

  Juèer je Hrvatska pobijedila Njemaèku.
  Njemaèku je jucer pobijedila Hrvatska.
  *Croatia beat Germany yesterday (3:0).*

- This is to certify that ...
- It is herewith certified that ...
- XY hereby confirmns that ...

- *Working with you is a pleasure.*
  Raditi s Vama bit æ mi zadovoljstvo
  *Bit æ mi darago ako budem radio s Vam*

- *payment advice*
  obavijest o plaanju / doznaci
OPTIONAL transpositions:

if paraphrase is possible, the form (betw. SL & TL) is optional
(optional forms: context- and esp. situation-dependent)

He made a nice speech
He spoke nicely

Održao je lijep govor
Govorio je lijepo
Classes of transposition

replacement of one 'GRAMMATICAL form by another GRAMM. form
  e.g. He drinks all the time / heavily. - On stalno / jako pije

nominal phrase (make/take/let + N) - verbalized
  An assessment was made of the situation
  Procijenili su situaciju.
  Payment of the bill was made via …
  Raèun je plaæen putem …

replacement of a grammatical form by a LEXICAL one and vice versa
  e.g. On stalno / jako pije. He is a chronic/heavy drinker.
     We are pleased to declare … Sa zadovoljstvom izjavljujemo …
CLASSES OF (GRAMMATICAL) TRANSPOSITIONS - SHIFTS

CLASS SHIFT (change in word class i.e., part of speech)

UNIT SHIFT (change in rank: word - phrase - clause & v. v.)

STRUCTURE SHIFT (change in word order)

INTERNAL SHIFT (change in number or case: within a word itself)
  • Cf. Catford (1965) A Linguistic Theory of Translation, OUP
Translation shift

A linguistic change that occurs between ST and TT
‘departures from formal correspondence in the process of going from SL to the TL (Catford 1965:73)
= If in a given text a TR equivalent other than the formal correspondent occurs for a specific SL element

FORMAL CORRESPONDENCE VS TEXTUAL EQUIVALENCE
LANGUE/COMPETENCE vs PAROLE/PERFORMANCE
FORMAL CORRESPONDENCE

‘any TL category (unit, class, structure …) which can be said to occupy, as nearly as possible, the “same” place in the “economy” of the TL as the given SL category occupies in the SL” (Catford 1967)

Has to do with the general, non-specific, relationship between elements in two languages.
TEXTUAL EQUIVALENCE

Any text or portion of the text which is observed to be equivalent of a give SL text or portion of text (Catford 1965)

Focuses on relations that exist in a specific ST-TT pair (parole-performance)
CLASS SHIFT

change in word class / part of speech

Which word classes?

– (N, Adj, V, Adv) - combinations:

To nam je dalo mogućnost da ...  This made it possible for us to ...
But he is in control.                Ali on kontrolira sve
I’m not in a silly mood              Ne osjećam se glupo i ...
… held a sign proclaiming him to be HUNGRY and HOMELESS
… i držao karton na kojem je pisalo GLADAN I BESKUĐNIK
They faked an ambush                 Postavili su lažnu zasjedu.
Well, you get to live, for one thing. Pa, bit ţete živi, za poèetak
Darby spooned he coffee ...          Darvy je ţlicom miješala kavu ...
He averaged one year...              U prosejku je obavljao jedan posao godišnje.
I’m a readskins freak.               Lud sam za Redskinsima.
It was a dead giveaway.

...but four mounted policemen were close enough to prevent trouble.

Well, you get to live, for one thing.

He did not appear to be a sweetheart at this moment.
UNIT SHIFT - rank shift

Change in the rank of unit from:
– word to phrase
– word to clause
– phrase to clause
– and v. v.

Generally, there are three ways to approach the problem.

Opænito govoreæ, postoje tri pristupa rješenju problema.

The issue discussed in detail has been reiterated several times.

Tanje koje je bilo potanko raspravljano, ponovljeno je nekoliko puta.

Ital/Germ/Fr - English: preposizioni articolate (fused article): dell', zur, du
STRUCTURE SHIFT

the necessary change in the word order

frequent feature of H/G - E translation: \textbf{Ab > Ba}

changes in position, dominance (\textit{superordinate} / \textit{subordinate})

focus

\textit{Cushing describes how a vague referent resulted in the death of 101...}

\textit{Cushing opisuje kako je u jednom zračnom sudaru 101...}

\textbf{Adj + N = V + Adv}

\begin{itemize}
  \item \textit{He made a nice speech}
  \item \textit{He spoke nicely}
\end{itemize}
INTERNAL SHIFT

Changes within a word:

– voice (active/passive/reflex. pron);
– transitivity (transitive / intransitive/ ergative);
– degree of comparison;
– attrib. vs. predic. use of the adjective;
– number;
– def. vs. indef article;
– tense etc.

Navigation is prohibited in 4 miles radius.

Zabranjuje se plovidba na udaljenosti od 4 milje.
Zabranjena je plovidba ...

Informacije vs information
savjeti vs advice
znanja vs knowledge
physics vs fizika
Transpositions, concl.

Not easy to structly standarise:

- Overlapping
- Conversion into lexis

Very useful procedure – for the purpose of stylistic diversity

Not to be recommended in translating legal texts
8. Modulation

a semantic-pragmatic procedure that changes:

– the *category of thought*,
– *the focus*,
– *the point of view* and
– *the whole conceptualization*
MODULATION:

change in point of view that allows us to express the same phenomenon in a different way

Gérard Hardin and Gynthia Picot (1996)

- Fixed modulation
- Free modulation
Fixed modulation

HERE IS / ARE ... :

(locative meaning): biti, nalaziti se, postojati, imati

There was a tree near the road - Pokraj ceste bilo je jedno stablo.

(for descriptive use):

There was a tree near the road  Pokraj ceste nalazilo se je jedno stablo

The ship/aircraft must carry a radio officer.

Brod mora imati radijskog lastname. ,

(na brodu mora biti /mora se nalaziti, *prevoziti)

Comment: Equivalence of the PHRASE, not of the VERB:

CARRY / BE CARRIED (active vs passive)
**Equivalence:** change of point of view / aspect: **CARRY / BE CARRIED** (active vs passive)

**Technical terms** (workshop & sales language) terms derived from concepts:

- **failsafe operation / einwandfrei** – **siguran rad** (viewpoint changed: from ‘neg’ to ‘pos’/ neutral)

**Semantic shifts:** positive - negative & v. v; part – whole, etc.:
- **Opasno po život-** (*?Mortally dangerous*)
- no English equivalent: **Danger!** (+ sign language)
Types of modulation
(Vinay and Darbelnet, 1977: 11):

1. **recorded / fixed / modulation:** (standard modulation), e.g. in bilingual dictionaries (two-to-one; one-to-two; one-to-nought; nought-to-one correspondence);
   - a ready-made procedure: fixed - invariant (established TR equivalences)

2. **free modulation:**
   - more practical in cases where "the TL rejects literal translation"
   - used when grammatical means are inadequate
   - An equivalent is created for the specific occasion (all modulations were originally FREE mod.)
Free modulation:

As (semantic content) underlying modulation:

1. **INCLUSION - SPECIALISATION**
   (general/particular): crew – posada / èlan posade
   (abstract/concrete):

2. **GENERALISATION**
   (part-whole) county - city - municipality;
   Wall Street; Bonn – metonymy
   Zagreb (the Croatian Government) je odgovorio umjerenom notom

3. **OPPOSITION** (+/-)
   (animate – inanimate) (choking of the nozzle - zatvaranje sapnice)
   (static – dynamic)
   (positive – privative) (Jack, shortage, failure; naked light; fail; un-, -less, -free, etc.)
   (cause – effect): cause, give rise to, in consequence of, as a result of
   (positive – negative) it is possible … it is not impossible …/ nije nemoguæ
   Half hot / napola hladno
Lexical oppositions:

Dimensions
(depth - height of the ship's hull; heavy rain/wind/waves:
jak/snažan/visok + kiša/vjetar (*težak )
directions
quantity – quality (half full / half empty)
symbols
sensations
Negated contrary - a procedure that relies on changing the value of the ST in translation from *negative to positive* or vice versa,
e.g. *'it is difficult'* may be translated by *‘nije lako ’*;
*'he never sleeps'* can be translated by *‘on je uvijek budan’*;
*'remember to pay the tax’,  nemoj zaboraviti platiti porez’*.

All the examples Above are free translations (their correctness depends on the context)
modulations become compulsory when there is a lexical gap in opposition
(Newmark, 1988)
Free modulation:

abstract for concrete,
cause for effect,
space for time,
impersonal or active for passive

(the most frequent and procedure):

– He is said to be serious. - Kažu da je ozbiljan
Modulation occurs:

when there is a change of perspective accompanied with a lexical change in the TL

However, it should better be avoided unless it is necessary for the naturalness of the translation
9. ADAPTATION

(free translation) - a translation procedure whereby
the translator replaces a social, or cultural, reality in the source text with a corresponding reality in the target text
this new reality needs to be more usual to the audience of the target text.
rendering the situation depicted in SL - BUT – not in TL, e.g. proverbs:

  ubiti dvije muhe jednim udarcem - kill two birds with one stone
  ( zwei Fliegen mit einer Klappe schlagen)
  BUT: zabijati glavu u pijesak - burry one's head in the sand

creation of a situation in TL analogous to one in the SL (i.e.:
such a situation does not exist in TL culture)
  cricket (engl. nacionalni sport); American football; vs nogomet
  standard (=normalan);
  ekonomija: economy (also ekonomika, ekonomicnost)
  facility: kapaciteti, uredaji, postrojenja, ponuda
  Leistung: efficiency, power, capacity, output, life, achievement, result
  guns/arms
  lexical hierarchies/taxonomies (family/kinship terms, country /..
  administrative structures / divisions; school marks; university ranks; miliraty rar
Movie / book titles
Directionality of TR:
LITERAL TR: set up bi-directionally - WORD-FOR- WORD: not bi-directional
NON-LITERAL TR: unidirectional

FORMAL EQUIVALENCE TR vs DYNAMIC Eq. (Nida)

FORMAL EQUIVALENCE:
SL-oriented:
Attempts to reproduce several formal elements:
  a) *grammatical units* (N = N, V = V; keeping phrases intact; punctuation)
  b) *consistency* in word *usage*
  c) *meanings* in terms of source text
In adaptation, the translator works on changing the content and the form of the ST in a way that conforms to the rules of the language and culture in the TL community. In general, this procedure is used as an effective way to deal with culturally-bound words/expressions, metaphors and images in translation. That is, the translator resorts to rewriting the SLT according to the characteristics of the TLT = TL-oriented translation. Monia Bayar (2007) argues that adaptation is based on three main procedures:

- **cultural substitution**, 
- **paraphrase** and
- **omission**.
In adaptation something specific to the source language culture is expressed in a totally different way that is familiar or appropriate to the target language culture.

Sometimes it is valid, and sometimes it is problematic, to say the least.

Should a French text talking about Belgian jokes be translated into English as talking about Irish jokes (always assuming it should be translated at all)?

Should “èevapèiæ” be translated as “kebab”?
Examples of adaptation (Wikipedia)

in the Belgian comic book *The Adventures of Tintin*, Tintin's trusty canine sidekick *Milou*, is translated as *Snowy* in English, *Bobbie* in Dutch, and *Struppi* in German; likewise the detectives *Dupond* and *Dupont* become *Thomson* and *Thompson* in English, *Jansen* and *Janssen* in Dutch, *Schultze* and *Schulze* in German, *Hernández* and *Fernández* in Spanish.

Similarly, when Quebec playwright Michel Tremblay adapted Gogol's play *Revizor* (*The Inspector General*), as *Le gars de Québec*, he transposed the setting from Russia to his home province.
Examples of adaptation, ctd.

translation of the names of Disney characters, as many names employ similar vocal sounds or puns.

Adaptation is often used when translating poetry, works of theatre and advertising.

Cf. also the Croatian translation of names in Alice in Wonderland and the Harry Potter series.
10. Reduction and expansion

These two procedures are usually used in poor written texts, and lead to a change in lexical and stylistic aspects. **Expansion** refers to the case where the translator exceeds the number of words of the SLT in translation, e.g. 'homme noir', 'dark skinned man'. Here, we notice a shift from n+adj in French into adj+ptp (compound adj) +noun. Further, expansion procedure also occurs when the translator tries to move from the implicit into the explicit. For instance, 'the child cries for the game', should not be translated by 'l'enfant pleure pour le jeux', since the element 'pour' does not convey the right meaning and may mislead the reader. So, here the translator should look for another explicit meaning of the element 'pour', which is (in order to get), 'pour avoir', thus the example is correctly read as 'l'enfant pleure pour avoir le jeux' (djeēak plaēe kako bi dobio igraēku).

In **reduction** procedure, (omission, deletion) the translator is more likely to reduce in the number of elements that form the SLT. This procedure should respect the principle of relevance, that is, the translator should make sure that no crucial information is dropped in translation. An example of reduction in translation is 'science politique', 'politics'. Here, the SL adjective plus noun becomes a general noun (politics / politika) in the TL.

Cf. translation universals!!!
11. Additions, notes and glosses

In general, these procedures are used by translators to add information about a culturally-bound word/expression, or a technical term that is related to a specific domain.

They may occupy various places within the text. They might be used inside the text, and here they can be positioned between round or square brackets, except in case these brackets are used as parts of the SLT.

They are also used as notes in the bottom of the page, or at the end of the chapter, unless the chapter is too long.
Further, additional information can be written as **glosses** in the end of the book, with the help of number references. Yet, the latter procedure is less favored, since it is an **irritating and exhausting** task for the reader, who finds himself obliged to go to the end of the book every time he comes across a foreign word.

Finally, the use of these procedures depends on the readership and the **degree of the gap** that exists between his language and the SLT. Besides, these procedures should not be used at random in translation. They should better be **preceded by a short introduction**, where the translator discusses the difficulty of the authors' terms and his ways and degrees of assistance in transferring their meanings.
Stylistic aspects of LITERAL TR

Es ist verboten die Gleise zu ueberschreiten.

- Zabranjeno prelaziti prugu / traènica.
- Zabranjeno prelaženje pruge / traènica.
- It is forbidden to cross the lines.
- No crossing the lines/tracks.
- Do not cross the lines.
- Only authorised personnel us allowed to cross the lines.
- Passengers are not allowed to cross the lines.

- E: G syntax pattern in E
  lexical corresp. unchanged: - ignore the natural standards of TL(E)
  a foreign stylistic ring
H – E: idiomatic TR in TL - departure from SL syntax (non-literal TR)
12. Compensation / substitution

A translation procedure whereby the translator solves the problem of aspects of the source text that cannot take the same form in the target language by replacing these aspects with other elements or forms in the source text. For example, many languages have two forms of the second person pronoun: an informal form and a formal form (the French *tu* and *vous*, the Spanish *tú*, *vos* and *usted*, the German *du* and *Sie*, the Croatian *Vi*), while most modern-day dialects of English no longer recognize the T-V distinction, and have retained the *you* form only. Hence, to translate a text from one of these languages to English, the translator may have to compensate by using:

- a first name or nickname, or
- by using syntactic phrasing that are viewed as informal in English (*I'm*, *you're*, *gonna*, *dontcha*, etc.), or
- by using English words of the formal and informal registers.
A **translator's note** is a note (usually a [footnote](#) or an [endnote](#)) added by the translator to the target text to provide additional information pertaining to the limits of the translation, the cultural background or any other explanations; Some translation exams allow or demand such notes. Some translators regard resorting to notes as a failure, although this view is not shared by most professionals.
14. Paraphrase

Paraphrase, sometimes called periphrasis, is a translation procedure whereby the translator replaces a word in the source text by a group of words or an expression in the target text.

An extreme example of paraphrase can be found in the BBC reports of June 22, 2004 of the identification of the "most untranslatable" word. The word chosen is Ilunga, a word supposedly from a language in the Democratic Republic of the Congo. The BBC article states that "Ilunga means 'a person who is ready to forgive any abuse for the first time, to tolerate it a second time, but never a third time'."

Incidentally, the word Ilunga is of questionable provenance, as some Congolese (notably the Congo government) claim that it is simply a name, without additional connotations. See the article Ilunga for more information.

Another example of paraphrase is the Portuguese word saudade, which is often translated at a loss into English as "missing a person who is gone".
Conclusion

Translation procedures are different in characteristics and uses. Each procedure has its own advantages that differ according to the texts under translation. No one can judge the validity and prevalence of one procedure over the other. It is up to the translator to choose the one he sees more practical and helpful in his translation task. Besides, the translator may restrict himself to one procedure or exceed it to two, three, or even four procedures in the same translated text.
TR Parameters: Mailhac (2007)

A parameter corresponds to any factor which needs to be taken into account when choosing a procedure (e.g. communicative/pragmatic function and readership are among the parameters to be taken into account when translating culture-bound references).

Parameters can apply to a small unit (e.g. word) or a larger unit (e.g. whole text).

Given their role in the selection of procedures, parameters also act as evaluation criteria, since any factor relevant to the choice of procedures must be relevant to translation-quality assessment.

Parameters will normally combine and interact with each other requiring the translator to assess their relationship in order to reach a decision about the most appropriate procedures.
Linguistic medium (spoken vs. written: this will affect the possibility of rendering intonation by intonation as opposed to some written equivalent)

Pragmatic context (e.g. the existence of a narrator or the option of stage directions would make the use of descriptive labels possible)

Nature of the text (e.g. one would expect options to be more restricted in a sonnet than a novel)

Readership (e.g. there could be the possibility of slightly different use of typographical conventions for emphasis in children's literature)

Style (e.g. nineteenth-century English prose; Carroll's highly frequent use of emphasis)

Level of speech (e.g. colloquial language would alter the range of lexical and syntactic options in French; see Wood 1991:128)
Linguistic frequency norms concerning various means of conveying emphasis in the SL and TL (e.g. the much higher frequency of cleft constructions in French compared to English; Volsik 1991:86)

Pragmatic function (e.g. expressing contrast, surprise, confirmation, challenge, contradiction, impatience, suggestion, order)

Sentence type (e.g. the use of the interjection diable in exclamatory or interrogative sentences).

Nature of word emphasised (e.g. emphasis on personal pronouns would often result in a morphological procedure; see Wood 1991:125)

Presence of other emphasizing element (e.g. the presence of certainly the following example makes it possible not to render the emphasis on the auxiliary without any real loss: *I have tasted eggs, certainly > J'ai certainement goûte à des oeufs*)
Study the TR procedures used in the following pair of texts:

**Rule of Interpretation**

In the adjustment of general average the following Rules shall apply to the exclusion of any Law and Practice inconsistent therewith.

Except as provided by the Rule Paramount and the numbered Rules, general average shall be adjusted according to the lettered Rules.

**Rule Paramount**

In no case shall there be any allowance for sacrifice or expenditure unless reasonably made or incurred.

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**PRAVILO ZA TUMAČENJE**

Prilikom likvidacije zajedničke havarije primijenite se sljedeća pravila, isključujući primjenu bilo kojeg njima protivnog prava ili prakse.

Uz iznimku onoga što je predviđeno Vrhovnom pravilu i u pravilima označenim brojevima, zajednička havarija likvidirat će se prema pravilima koja su označena slovima.

**VRHOVNO PRAVILO**

Ni u kojem slučaju neće se priznati žrtva ili izdatak, osim ako su razborito bili učinjeni ili uloženi.