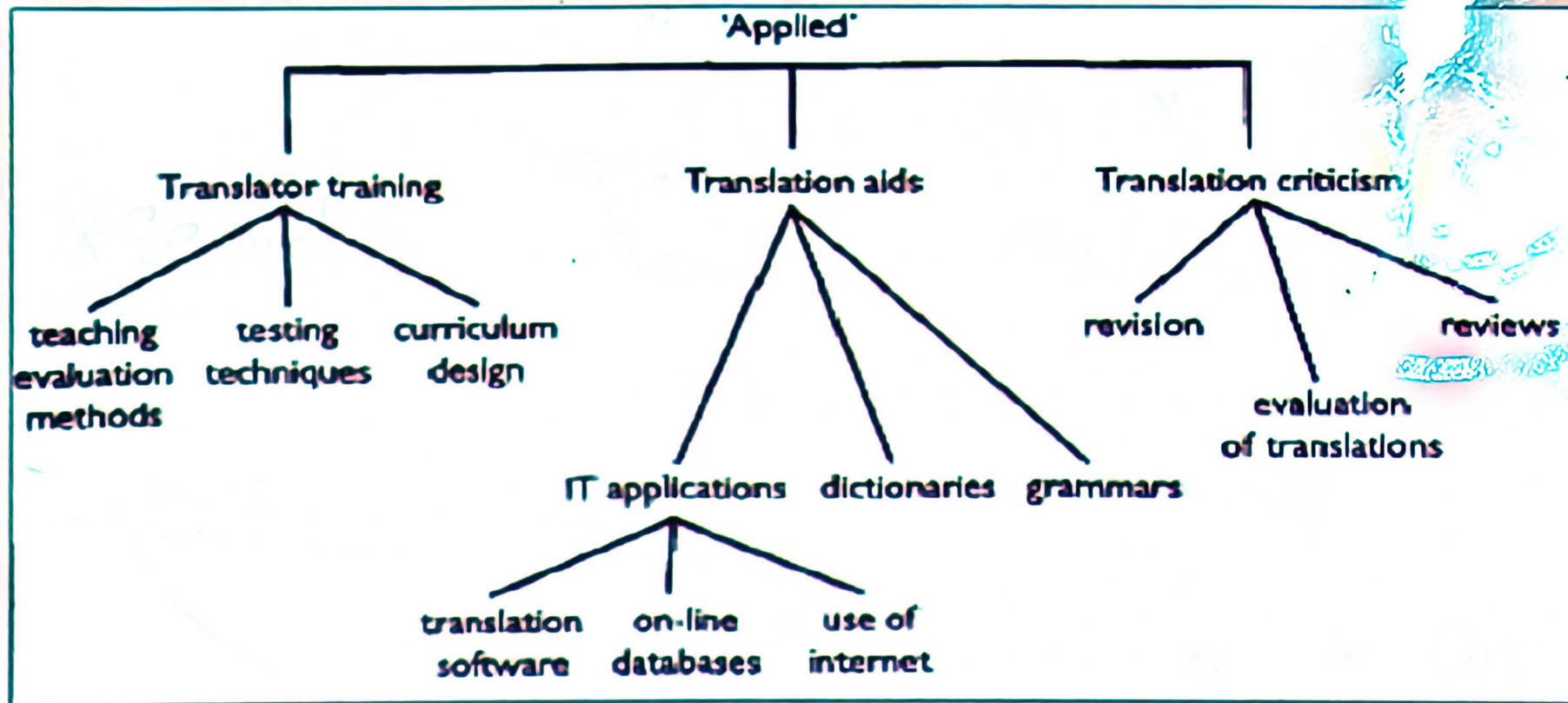


The Applied Branch of TS (2001)



(Munday, 2001, p. 13)

What are the sub-divisions of **applied** branch of Holmes's categorization of "Translation Studies"?

- Translator training: teaching methods, testing techniques, curriculum design;
- Translation aids: such as dictionaries and grammars;
- Translation criticism: the evaluation of translations.

In Holmes's map of translation studies, apart from 'pure' and 'applied', is there another area? What is the main concern of this area of study?

- Another area is translation policy, which studies the place of translation in society.
- This should include what place should translation occupy in the language teaching and learning curriculum.

What are the major drawbacks of Holmes's map and categorization of 'translation studies'?

- The divisions are to some extent artificial, and as Holmes points out the theoretical, descriptive and applied areas overlap.
- Holmes devotes two-thirds of his attention to the 'pure' side and the applied side remains under-developed.
- The different restrictions, which Toury identifies, relating to the descriptive and theoretical branches, may also include discourse-type and text-type restrictions

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- Many scholars believe that interpreting should not be a sub-division of human translation; it should be considered as a parallel field or 'sub-discipline', under the title of 'interpreting studies. The same point can be claimed about 'Audiovisual translation' and 'Sign language interpreting'.

5) • Pym points out (1998: 4), Holmes's map omits any mention of the individuality of the style, decision-making and working practices of human translators in the translation process.

- Today's view of 'translation policy' is different from Holmes's.

What are the merits of Holmes's map?

- As Toury states the divisions allow a clarification, division and **ease of study** of different areas of translation studies.
- The divisions are **flexible** enough to incorporate developments such as the technological advances of recent years.
- The map is a good beginning point and it delineates the **potential of translation studies**.

How is today's view of 'translation policy' different from Holmes's conceptualization of the field?

- Translation policy' is nowadays related to **ideology**, including language policy and **hegemony**, that determines translation.
- But in Holmes's time it was related to the place of translation in the **society**.

1.5 Developments since Holmes

- Since Holmes's map of 'translation studies' other areas are added to the field. In the followings, these developments are studied in 3 different categories:
- A. Since Holmes
 - Contrastive linguistics,
 - The Hallidayan discourse analysis,
 - Systemic functional grammar,
 - Descriptive approach.

- **B. During 1990s**

- Canadian-based translation,
- The Brazilian Cannibalist School,
- Postcolonial translation theory,
- The USA cultural studies-oriented.

- **C. After 2000**

- Translation, globalization and resistance,
- Process-oriented research,
- Areas added due to new technologies.

Contrastive linguistics

- Contrastive linguistics has become important because of the advances in machine translation and corpus-based studies. The rise of different theories of equivalence, text type and text purpose (the skopos theory of Reiss and Vermeer) belong to this category.

The Hallidayan discourse analysis

- The Hallidayan discourse analysis and systemic functional grammar view language as a communicative act in a sociocultural context (1990s).

Descriptive approach

- **Descriptive approach (1970s) origins from comparative literature and Russian Formalism. Literary polysystem, 'manipulation School' and 'cultural turn' also came to rise because of the 'descriptive approach'.**

Explain 'literary polysystem'

- Literary polysystem pioneered by Itamar Even-Zohar and Gideon Toury belongs to descriptive approach. In literary polysystem different literatures and genres, including translated and non-translated works, compete for dominance.

polysystem theory

- In polysystem theory a literary work is not studied in isolation but as part of a literary system because literature is a part of social, cultural, literary and historical framework. Polysystem theory “emphasizes the multiplicity of intersections ...
- Also, it stresses that in order for a system to function, uniformity need not be postulated” (Evan-Zohar 1990, 12). In this theory, the translated literature, imported to a country, can influence the native writings, and can introduce features into the home literature which did not exist before. These points justify talking about translated literature.



Which new approaches and concepts were added to 'translation studies' during the 1990s?

Canadian-based translation and **gender** research led by Sherry Simon,

The Brazilian **Cannibalist** School promoted by Else Vieira,

- **Postcolonial** translation theory promoted by Tejaswini Niranjana and Gayatri Spivak
- The USA **cultural studies-oriented** analysis of Lawrence Venuti.



Which concepts and developments were added to the field **in the new millennium (after 2000)**?

1. Translation, **globalization** and resistance,
2. **Process-oriented** research (cognitive studies)
3. Areas which are added to 'translation studies' because of **new technologies**. These areas include machine and automatic translation, audiovisual and multimodal translation, localization and corpus-based translation studies.

The van Doorslaer 'map'

After Holmes, other theorists suggested some maps and categorizations in 'translation studies'. Van Doorslaer (2007) suggested some maps. In his maps he distinguishes 'translation' from 'translation studies'. Van Doorslaer defines subdivisions for 'translation' (lingual mode, media, mode and field) and 'translation studies' (approaches, theories, research methods, applied translation studies). Van Doorslaer's 'basic transfer map' of terminology describes the linguistic manoeuvres and distinguishes strategy from procedure.

Luc van Doorslaer

Luc van Doorslaer (teaches journalism and Translation Studies at the University of Leuven, Belgium)



van Doorslaer's 'transfer map', strategy, procedure.

In the new van Doorslaer's map (2007), which fields are differentiated?

- Translation and 'Translation studies' are made distinct.

In the new van Doorslaer's map (2007), how is 'translation' defined and what are the sub-divisions of 'translation'?

'Translation' looks at the **act of translating** and is subdivided into:

- Lingual mode (interlingual, intralingual);
- Media (printed, audiovisual, electronic);
- Mode (covert/overt translation, direct/indirect translation, mother tongue/other tongue translation, pseudo-translation, retranslation, self-translation, sight translation, etc.);
- Field (political, journalistic, technical, literary, religious, scientific, and commercial).

Translation studies

Approaches

Anthropological
Cultural
Economic
Ethnographical
Historical
Linguistic
Literary
Philological
Philosophical
Political
Psychological
Sociological
...

Theories

Action theory
Descriptive translation studies
Effort model
Frame theory
~~General~~ translation theory
Genre theory
Interpretive theory
Intimacy theory
Mental models theory
Polysystem theory
Relevance theory
Skopos theory
Speech act theory
Theory of translation action
...

Research methods

Descriptive approach
Empirical research
Functionalist approach
Grammar translation method
Normative approach
...

Applied TS

Criticism
Didactics
Institutional environment
7

On the new van Doorslaer's map (2007), what are the subdivisions of 'translation studies'?

1. **Approaches** (e.g. cultural approach, linguistic approach);
2. **Theories** (e.g. general translation theory, polysystem theory);
3. **Research methods** (e.g. descriptive, empirical)
4. **Applied translation studies** (criticism, didactics, and institutional environment).