

Implication for Translation

- These definitions demonstrate that discourse is not a fixed or singular concept but a multilayered construct encompassing linguistic, contextual, ideological, social and host of other dimensions.
- For translation studies, this implies that translation must be examined not only as a linguistic operation but also as a discursive practice—one reconstructs meaning within and across systems of power, culture, and communication. The translator, therefore, functions as both analyst and participant in discourse, navigating between the textual and the contextual to produce meaning that is not merely equivalent but socially and culturally resonant.

2. Conceptualizing Discourse in Translation Studies

- The concept of discourse has a central position in translation studies, serving as a bridge between language, context, and ideology. In its most general sense, discourse is understood as **language in use**, extending beyond the limits of grammar and isolated sentences to embrace the communicative and functional dimensions of text. As Brown and Yule (1983) define it, discourse is “language in use, for communication, beyond the level of the sentence.” This perspective foregrounds the translator’s task as one of interpreting and reconstructing meaning within authentic communicative situations rather than engaging in sentence-by-sentence substitution.

3. Discourse Types in Translation Studies

- Discourse refers to language use in context — how people use language in different communicative situations (spoken or written, formal or informal, etc.).
- Different discourse types are categorized based on purpose, function, and context.

4. Main Types of Discourse based on purpose/ function

- Narrative Discourse: To tell a story, recount events Novels, biographies, news reports Preserve narrative voice, chronology, and tone
- Descriptive Discourse: To describe objects, people, places, or events. Travel guides, character sketches, product descriptions Maintain imagery, style, and sensory details.
- Expository Discourse: To explain or inform objectively Textbooks, academic papers, reports Accuracy, clarity, terminology consistency

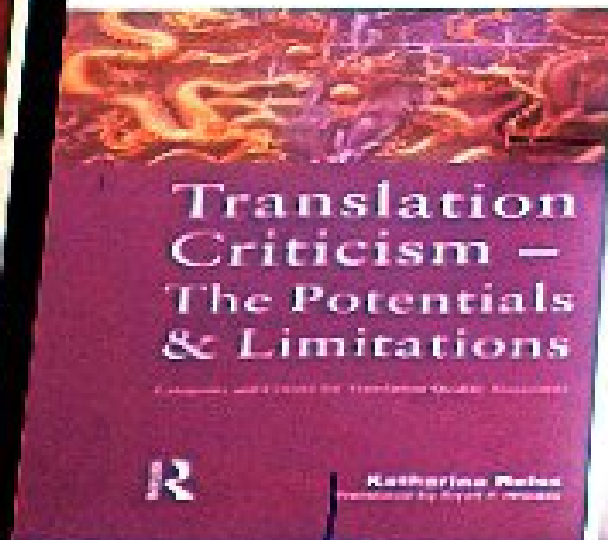
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- **Argumentative Discourse:** To persuade or convince. Editorials, essays, review
Logical coherence, rhetorical devices, register
 - **Instructive / Directive Discourse** To direct or instruct actions Manuals, recipes, legal documents. Clarity, imperative accuracy, cultural adaptation
 - **Dialogic / Conversational Discourse** : To interact or exchange information
Plays, interviews, social media chats Naturalness, sociolinguistic norms, politeness conventions
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4. Text Types in Translation Studies

The concept of text types was initially developed by **Katharina Reiss (1971)** and later expanded by **Christiane Nord** and others. Text type theory classifies texts according to their **communicative function** — what the text is meant to do.



4.1 Reiss's Three Main Text Types

- 4.1.1 Informative (Content-focused): Informative text, as the name implies, provides information for the audience about a particular subject; this type of text conveys information and facts. Some bold examples of informative texts are: news, textbooks reports. In informative text, clarity, accuracy, intelligibility and transparency are very important. Henceforth, the translator should translate quite clearly and precisely avoiding any kind of ambiguity.

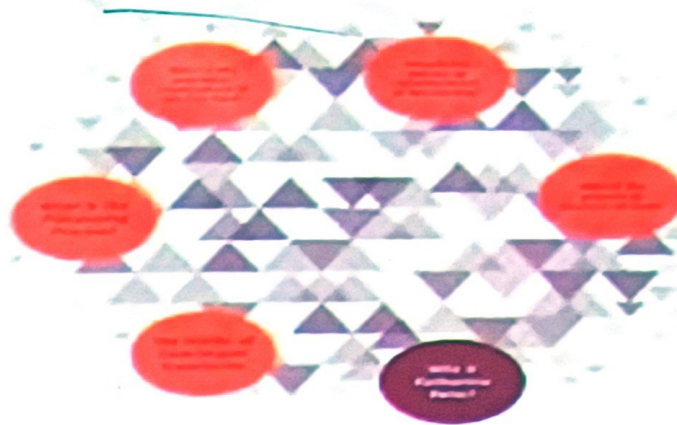
Functional theories of Translation

- 1) **Text Type theory**
by
Katharina Reiss



4.1 Reiss's Three Main Text Types

- **4.1.2 Expressive (Form-focused):** In 'Expressive Text', form, style and tone of writing are very important as the text is supposed to express the emotions of the writer; his artistic intention or aesthetic purpose. Clear examples of 'expressive texts' are literary texts; poem, short story, drama, novel and literary essays. In aesthetic aspects of expressive texts are of primary importance. Henceforth, the translator is expected to do his utmost effort to preserve the style, form, aesthetic aspects, tone, voice, atmosphere Of the source text.



Type, Kind and Individuality of Text: Decision Making in Translation
by Katharina Reiss

4.1 Reiss's Three Main Text Types

• **4.1.3 Operative (Effect-focused):** The function of 'operative text' is to persuade the audience to embark on an action. For example, to participate in a demonstration, or to buy a particular product. Famous examples of operative texts are advertisements, political speeches, preaches, religious texts. The translator of an operative text is expected to preserve the persuasive tone of the ST in order to achieve the same function. In other words the ST and the TT should leave the same effect on the audience.

5. Later extensions of Katharina Reiss's text typology

- Reiss and Nord later recognized a fourth type of text, **Audio-medial or Multimodal text**. In multimodal text, verbal signs (words or text) are combined with non-verbal signs. For example, verbal signs are combined with sounds or with visual sounds or with audio-visual signs. Clear examples of multimodal texts are film scripts, websites, video games. The translator of multimodal text is expected to coordinate verbal and non-verbal elements to achieve the same effect. In other words, the translation should achieve 'equivalent effect'.

Text Types – Katharina Reiss

- content focused (informative)
- form focused (expressive)
- appeal-focused (operative)
- multimedia

6. What is the relationship between 'discourse' and 'text type'?

- Discourse is the broader contextual use of language (spoken or written communication in context). Within every discourse, there are different types of texts. Texts are classified based on their functions.
- For example, in case of '**political speech**', we have argumentative spoken discourse and operative text with persuasive function. Or a 'scientific paper' belongs to the category of expository discourse (written) and informative text type with the exclusive function of providing new information for academia.

7. Implications of discourse type and text type for translation

- Each type of discourse and consequently each type of text within a particular discourse requires:
 - 1. Different translation solutions (including shifts, procedures, strategies...)
 - 2. Different tone
 - 3. Different linguistic choices and style
 - 4. Different degrees of 'literal translation' and 'free translation'
 - 5. Appropriate register
 - 6. Appropriate Functional equivalence to ensure that the translated text performs the same communicative function and equivalent effect as the original.

Example One (English + Farsi Translation)

- ST:
- Climate change poses a serious threat to global ecosystems.
- Scientists emphasize the urgency of reducing carbon emissions to prevent irreversible damage.
- International cooperation is essential to achieve sustainable development goals.
- Farsi Translation:
- تغییرات اقلیمی تهدیدی جدی برای زیست‌بوم‌های جهانی به‌شمار می‌رود >
- دانشمندان بر ضرورت فوری کاهش انتشار کربن برای جلوگیری از آسیب‌های غیرقابل بازگشت تأکید می‌کنند.
- همکاری بین‌المللی برای دستیابی به اهداف توسعه پایدار ضروری است

Linguistic Analysis Based on Text and Discourse Type

- Purpose Informative — focus on clarity and precision.
- Academic/Scientific discourse — objective tone, formal register.
- Translator uses formal, standard Persian equivalents like “زیست‌بوم‌های جهانی” and “تهدیدی جدی”.
- Terminology Requires technical accuracy. Follows the conventions of Persian scientific writing. “Carbon emissions” → “انتشار کربن” (not “دود کربن” or “آلودگی هوا”).
- Syntax Short declarative sentences preferred.
- Persian academic writing tends to use more nominal structures.
- Translator uses “به‌شمار می‌رود” instead of a direct verb like “هست” to maintain formality.

- **Tone and Register:** Neutral, informative. Academic discourse requires objectivity and detachment. Avoids emotive or persuasive words like “فاجعه‌بار” or “وحشتناک.”
- **Cohesion:** Logical connectors signal cause–effect and necessity. Academic writing favors explicit logical ties. Uses “...برای جلوگیری از” and “...برای دستیابی به” to express academic causality clearly.
- **Lexical Density** High information per clause. Scientific discourse mirrors English in-density. Translator retains technical density, avoiding simplification.

Mini- project for the next session

- Students are expected to choose 2 text types and next do a linguistic analysis of the text including:
- Aspect: Effect of Text Type, Effect of Discourse Type, Observed Translation Choices.
- Cohesion, tone, register, terminology, syntax
- A detailed analysis of translation choices showing how both text type and discourse type shape the translator's decisions.