

What is the **purpose** of Jeremy Munday's book, *Introducing Translation Studies*?

The book introduces **the major theories, models and concepts of written translation**, underlines the strengths and weak points of each, and explains how each has contributed to the evolution of the discipline of 'translation studies'.

What is the difference between 'translation' and 'interpretation or interpreting'?

- 'Translation' is written,

but

- 'interpretation' is oral.

## How does Otto Kade (1968) define 'interpreting'?

■ Interpreting is a form of translation in which:

- (a) The **source text** is presented just once and so **cannot be reviewed**.
- (b) The **target text** is produced under pressure, so **cannot be revised**.

Today, in the field of languages, what are different meanings of 'translation'?

- ▶ A **field of study** at the university e.g. 'I studied translation at Tehran University'.
- ▶ The **translated text** e.g. 'they published the Arabic translation of the report'.
- ▶ The **process of translation**/ translating e.g. 'translation service'.
- ▶

Common

شماره  
تلفن  
آدرس

## Define the 'process of translation'.

- ▶ The process of translation involves the changing of an original written text in the original verbal language into a written text in a different verbal language. The process of translation:
  - ▶ A. happens between two different **languages**.
  - ▶ B. happens between written **texts**.
  - ▶ C. involves **changing** the original language or SL to target language

or TL

Common

Yes

Reader

What are the three types of translation as explained by Jakobson in his paper "On linguistic aspects of translation" (1959)?

- Intralingual
- Interlingual
- Intersemiotic

ن سیستمهای  
تنگ تمدن  
بناشده ها را

## 1. Intralingual translation

➤ Intralingual translation, or 'rewording' – 'an interpretation of verbal signs by means of other verbal signs of the same language'. Like 'rewriting the same text', 'paraphrasing a poem', 'summarizing a text' or 'writing a children version of a book'.

➤ Verbal signs → Other verbal signs (of the same language)

Common

yo

Reader

## 2. Interlingual translation

- **Interlingual translation, or 'translation proper'** – 'an interpretation of verbal signs by means of verbal signs of another language'.

Interlingual translation is the traditional focus of translation studies.

It is the kind of translation that happens between two different languages.

- Verbal signs → Verbal signs (of another language)

Common

Yes

Reader



## \* What is semiotics?

- Semiotics /si:mɪ'ɒtɪks, ,sɛmɪ'ɒtɪks/ or semiotic studies is the scientific study of signs and sign systems. Language is a sign system. Language uses verbal signs.

### 3. Intersemiotic translation

- ▶ **Intersemiotic translation, or 'transmutation'** – 'an interpretation of verbal signs by means of non-verbal signs'. For example verbal signs of a text like a novel are translated to visual signs of a film.
- ▶ **Verbal signs → Non-verbal signs**

## \* What is 'transcreation'?

'Transcreation' is the creative adaptation of video games and advertising in particular.

- **Transcreation** is a term coined from the words "translation" and "creation", and a concept used in the field of translation studies to describe the process of adapting a message from one language to another, while maintaining its intent, style, tone, and context. A successfully transcreated message evokes the same emotions and carries the same implications in the target language as it does in the source language. It is related to the concept of localization, which similarly involves comprehensively adapting a translated text for the target audience.<sup>[1]</sup> Transcreation highlights the translator's creative role.<sup>[2]</sup> Unlike many other forms of translation, transcreation also often involves adapting not only words, but video and images to the target audience

## **\* What is 'localization'?**

- **'Localization' is the linguistic and cultural adaptation of a text for a new locale.**



## **Maria Tymoczko**

**Maria Tymoczko (1943 Ohio, US): She has researches in both literature and translation studies and has integrated the two fields in *Translation in a Postcolonial Context* (1999) which won the Michael J. Durkan Prize for the best book published in Irish language and cultural studies.**

**According to Maria Tymoczko, what are the implications of using different words and metaphors for 'translation' in different languages?**



**According to Maria Tymoczko, what are the implications of using different words and metaphors for 'translation' in different languages?**

- 1. Using different words and metaphors for 'translation' in other cultures implies the conceptual orientation to translation rather than the literal orientation; that is in translation the content is more important than the form.**
- 2. Also 'translation' is a 'cross-cultural' act (the act which involves different cultures) which involves representation, transmission and transculturation.**

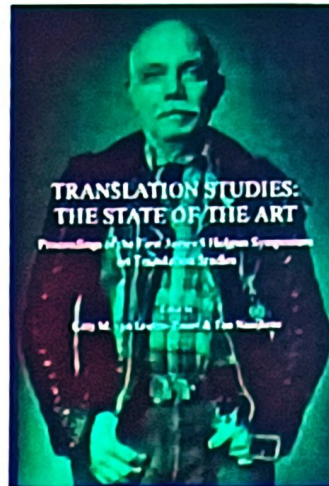
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## 1.2 What is translation studies?

- 'Translation Studies' is the scientific study of translation as an academic subject. It began in the second half of the twentieth century; 1950s, thanks to **James Holmes** and to some extent

**Mary Snell-Hornby.**



# Mary Snell-Hornby

Mary Snell-Hornby (2 April 1940),

a British-Austrian translator and scholar

○ Since 1989 Mary Snell-Hornby holds dual nationality: British and Austrian.

**integrated concept  
based on the theory  
and practice  
of translation**



## What is the purpose of specialized translating and interpreting programs?

- ▶ The purpose of these programs is to train future **professional commercial translators and interpreters**. These programs are also good as they help the trainees enter the **market**

# What are some types of specialized translating and interpreting programs?

- ▶ Applied translation studies,
- ▶ Scientific and technical translation,
- ▶ Conference and bilateral interpreting,
- ▶ Audiovisual translation,
- ▶ Specialized Sign Language and audio description
- ▶ Literary translation

## 1.3 An early history of the discipline

- Early in history, which types of texts were translated?
- **Religious texts** and cultural texts. So translation was very important for the dissemination of cultural and religious concepts.

The translation of which type of texts did become the battleground of conflicting ideologies for a long time?

- Religious texts. In Western Europe, it was the translation of the Bible, particularly during the Reformation in the sixteenth century. And in China, it was the translation of the Buddhist sutras.

## When did 'translation' develop into an academic subject?

- ▶ From 1960s on
- ▶ From the late eighteenth century to the 1960s, translation was mostly used as a means of learning a foreign language.

The method was **Grammar-translation method** in which

a series of sentences were given to the students to be translated. The purpose was to teach the grammatical rules and structures of the foreign language by means of these sentences.

## Why did academia consider a secondary position for translation studies?

- Because by 1960s, translation and Translation exercises were regarded as a means of learning a new language or of reading a foreign language text.

Why translation, as a means of learning a foreign language, was abandoned by the 1960s and 1970s?

► With the rise of direct method and communicative approach, grammar-translation method was abandoned.

**Which areas or fields of study did help the emergence of 'translation studies' and make translation the subject of research?**

- ▶ **Translation workshops**
- ▶ **Comparative literature**
- ▶ **Contrastive linguistics**

## Why did academia consider a secondary position for translation studies?

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# What is the purpose of **contrastive linguistics**?

→ **Contrastive linguistics** studies two languages in contrast to find general and specific differences between them.

→ In contrastive linguistics, **translations** provide much of the data.

What is the contribution of **contrastive linguistics** to translation studies?

- The contrastive linguistics introduced **linguistic research** into translation.
- Key figure of linguistic approach to translation are Vinay and Darbelnet (1958) and Catford (1965).

## What are the weak points of contrastive research into translation?

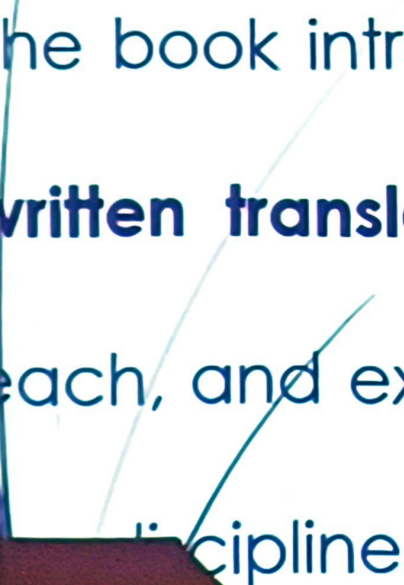
- ▶ Contrastive linguistics does neither consider **sociocultural and pragmatic** factors nor **the role of translation** as a communicative act.

# What are some linguistic-based models of translation?

- The specific models are related to generative grammar, functional linguistics and pragmatics.

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## What are some classic examples of systematic linguistic-oriented approach to the study of translation (which emerged in the 1950s and 1960s)?

- ▶ Andrei Fedorov who influenced Vinay and Darbelnet and Loh.
- ▶ **Jean-Paul Vinay and Jean Darbelnet** who made a contrastive study of French and English and introduced key terminology for describing translation
- ▶ Alfred Malblanc contrastively studied French and German
- ▶ Georges Mounin examines linguistic issues of translation
- ▶ **Eugene Nida** incorporated Chomsky's generative grammar theoretical into his theoretical model and provided manuals for Bible translators.

Who suggested the term 'science' for translation? Who followed him, using the same term, science, in their own language?

- The word science was used by **Nida** in the title of his 1964 book, *Toward a Science of Translating*. The German equivalent was used by **Wolfram Wilss** and **Werner Koller**

## 1.4 The Holmes/Toury 'map'

- ▶ James S. Holmes's paper '**The name and nature of translation studies**' (1972) helped the emergence of translation as an **independent academic discipline**.
- ▶ Moreover, Holmes introduced an **overall map** in which he categorized different branches and sub-branches of "translation studies".

# JAMES Stratton Holmes

## ► JAMES Stratton Holmes

- (1924 in Iowa of US 1986 in Amsterdam of Netherlands): The **Dutch** poet and translator who won Martinus Nijhoff Award, the most important award given to translators of creative texts from or into Dutch. In Translation studies, he is famous because of his 1972 paper which introduced TS as an independent academic discipline and also because of categorization of different areas of TS.

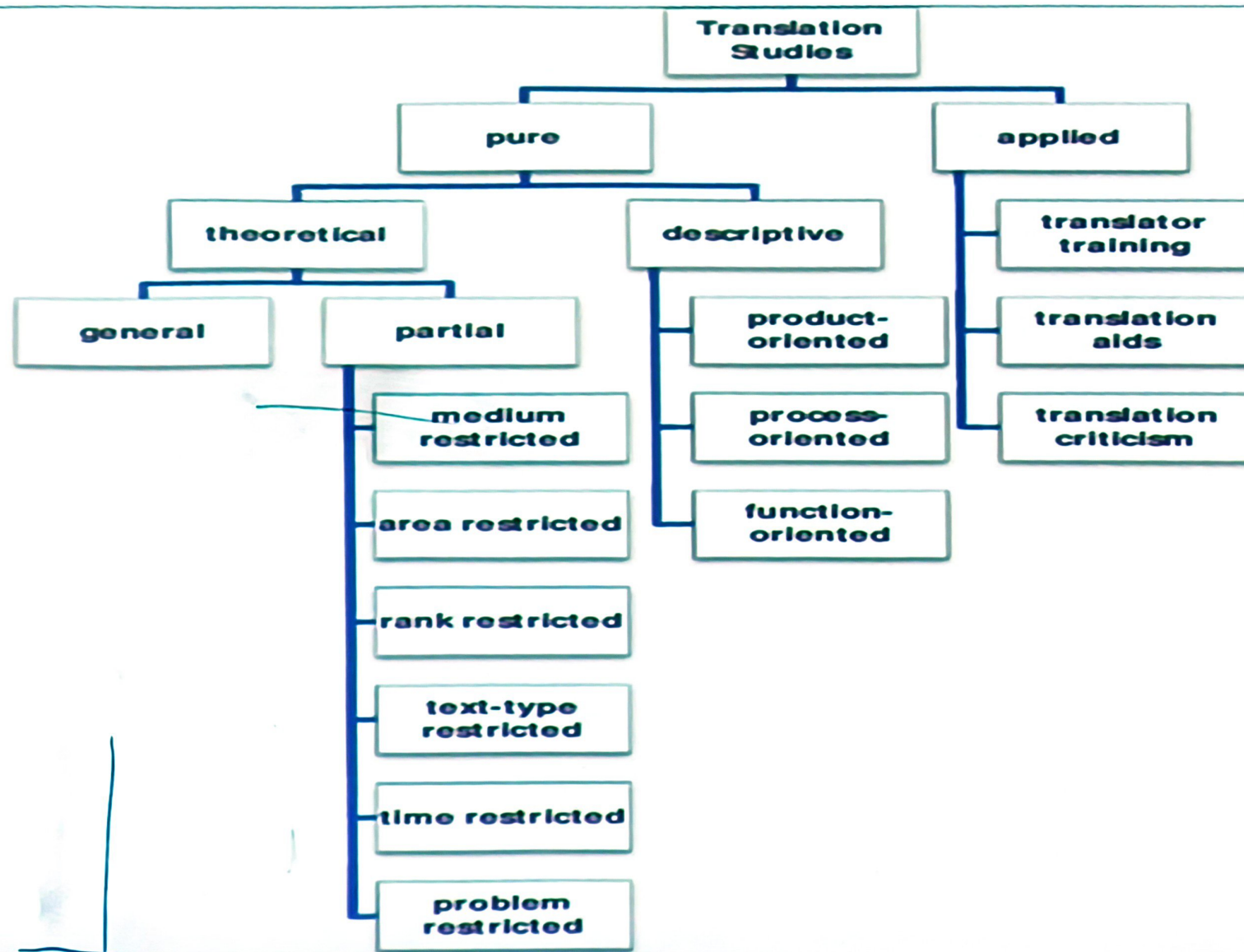
## What are James S. Holmes' contributions to translation studies?

- ▶ Introducing translation as a **distinct discipline**
- ▶ Introducing an overall **framework**, describing what translation studies covers

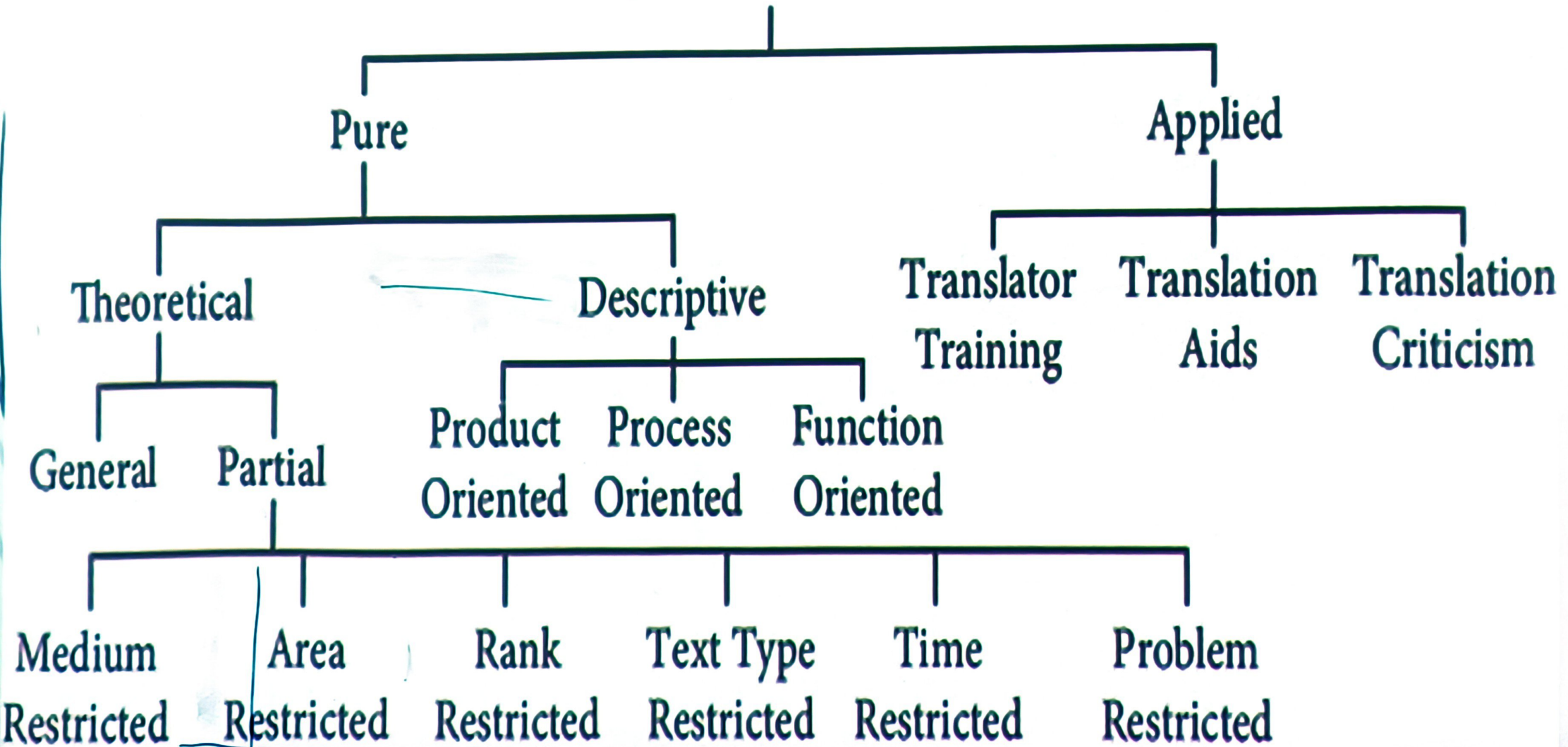
\* Which key points in James S. Holmes' paper 'The name and nature of translation studies', did help the emergence of translation as an independent academic discipline?

- In this paper first, he drew attention to the limitations of translation research because it did not have **a home** of its own and was dispersed across older disciplines (languages, linguistics, literature, etc.).
- Second, he stressed the need to make new communication channels to reach **all scholars** working in the field.

Explain Holmes' categorization of 'translation studies'? Refer to main branches and sub-branches.



# Translation Studies





## ► I. Pure

### ► A. Theoretical

► **General:** describes all types of translation and makes generalization for translation

► **Partial:** is restricted to a specific type of translation:

► medium-restricted

► area-restricted

► rank-restricted

► text-type restricted

► time-restricted

► problem-restricted

## Descriptive

- ▶ **product-oriented:** examines translations
- ▶ **process-oriented:** focuses on the psychology of translation, what happens in a translator's mind
- ▶ **function-oriented:** Describes the 'function of translations in the recipient's sociocultural situation. It is the study of the contexts.

## II. Applied

- II. Applied
- A. translator training
- B. translation aid
- C. translation criticism

## Translation aids

- ▶ **Translation aids** (or *translation helpers*) are modules that provide helpful and necessary information for the translator when translating. Different aids can provide suggestions from translation memory and machine translation, documentation about the message or even such a basic thing as the message definition – the text that needs to be translated.
- ▶ There is some overlap between the data provided by message collection and the aids, but the rule of thumb is that message collection only provides information that is absolutely needed to present the list of messages: definition, translation, status of translation, last translator (because one can only review translations made by someone else) etc.

Make and extensive research about one  
‘translation aid’ or types of ‘translation aids’.

- ▶ MessageDefinitionAid
- ▶ CurrentTranslationAid

# What is the difference between 'translation aids' and 'translation tools'?

- ▶ What are Translation Tools?

- ▶ **Translation Tools**

- ▶ **of text in enterprise content so that it may be read in other languages. The software is often used to support localization in global marketing campaigns.**

I

In theoretical branch of 'pure' research in Holmes' map of 'translation studies', what is the difference between 'general' and 'partial' theoretical studies?

- 'General' refers to every type of translation and makes generalizations about translation as a whole. 'Partial' theoretical studies are restricted according to the parameters of medium, text-type, area, rank, time, and problem.

What other names are suggested for function-oriented DTS?

re  
Holmes terms this area 'socio-translation studies'.

a b c  
Nowadays it is called the sociology and  
historiography of translation.

\* In Process-oriented DTS, what is the main concern of the research?

- ▶ Process-oriented DTS deals with the psychology of translation and tries to find out what happens in the mind of a translator (cognitive study).

# What are the subdivisions of medium-restricted theories?

- ▶ I. Machine
- ▶ A. Automatic machine translation (AMT)
- ▶ B. Computer-assisted translation (CAT)

- ▶ II. Human
- ▶ A. Written translation
- ▶ B. Spoken translation (interpretation)
  - ▶ simultaneous
  - ▶ consecutive

re

How are **area-restricted** theories restricted or limited?

*re*

- ▶ **Area-restricted theories** are restricted to specific **language(s) or culture(s)**.

*q*

\* In rank-restricted theories, what are the levels of study?

re

▶ These linguistic theories are restricted to the

a b c

level of word or sentence.

In **text-type restricted** theories, what is the corpus of the study?

re

- ▶ Text-type restricted theories study discourses and genres; e.g. literary, business and technical translation.
- ▶ Reiss and Vermeer in the 1970s , made text-type restricted theories a prominent field of study.

## How are time-restricted studies limited?

re

- ▶ Time-restricted theories are restricted to studying a specific time period e.g. “Studying literary translation in Victorian period”.

In **problem-restricted theories**, what is the main focus of study?

► **Problem-restricted theories study a specific problem such as equivalence or a general problem such as “whether the so called ‘universals’ of translation do exist or no”.**

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Findings word  
repetitive pattern  
↓  
scope  
↓  
rule  
↓  
universal

Research Topic

Findings

universal

What sub-divisions of **partial theoretical studies** are involved in the following research study: “The study of the prefaces to the new English translations of novels by Marcel Proust”?

- ▶ area restricted (translation from Parisian French into English),
- ▶ text-type restricted (prefaces to a novel),
- ▶ and time restricted (1981 to 2003)

a b c

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

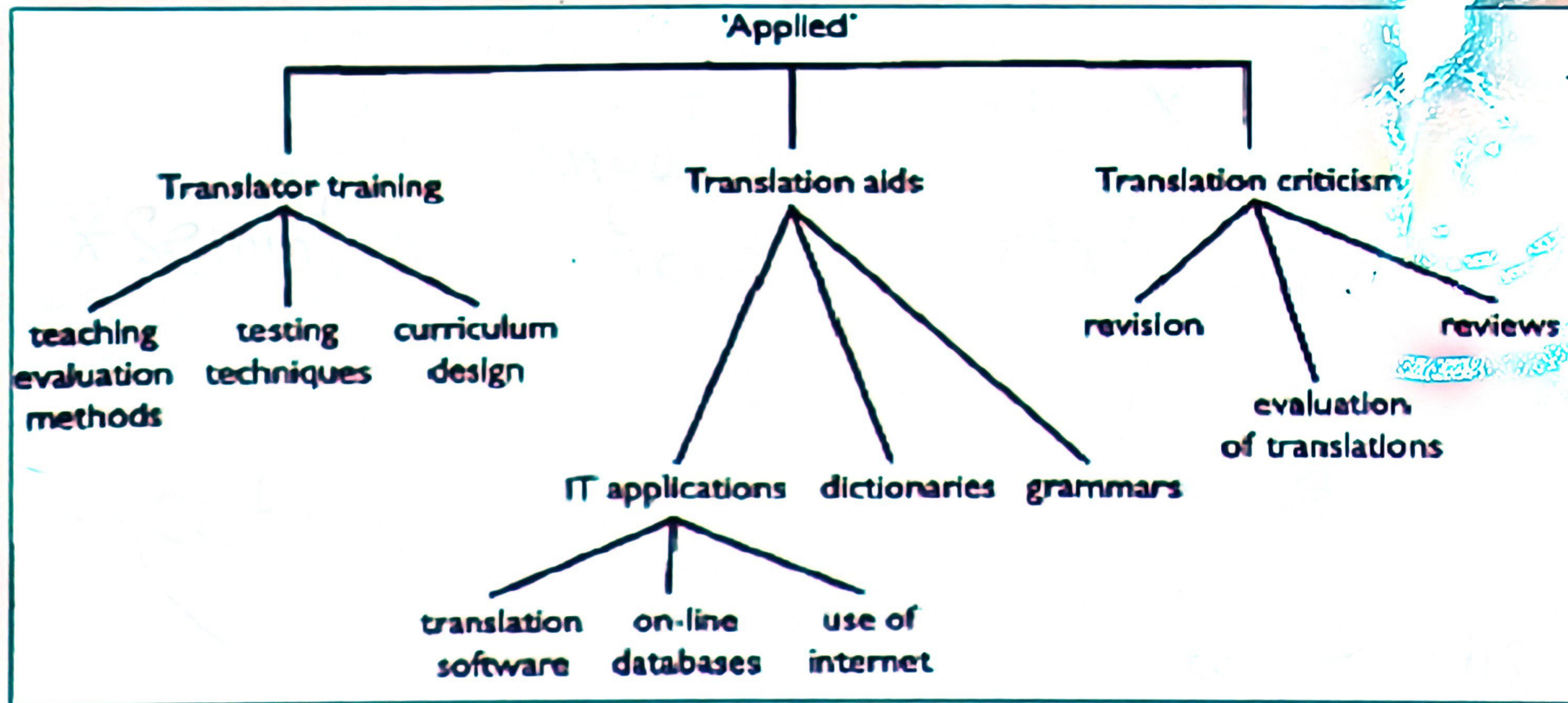
- ▶ Translator training: teaching methods, testing techniques, curriculum design;
- ▶ Translation aids: such as dictionaries and <sup>re</sup> grammars;
- ▶ Translation criticism: the evaluation of translations.

a b c

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.

# 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.

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# 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).