

Mr : BOULKHESSAIM Adel

Translation Vs Translating

The 1980 was a decade of consolidation for the fledging discipline known as Translation Studies. It was the momentum of defining translation as a theory. Translation has been defined variously by different writers who concern in linguistics. It depends on how they view language and translation. Since the dissemination of bibles, translation has played a very important role for information exchange; however, the study of translation as academic purposes was begun in the past fifty years.

As explained by Munday (2004: 3), translation conquers two senses, either **translation as a product** in which a translator must focus on the concrete product of translation, or as a **process** on which translation studies centre on the role of a translator in taking the source text (ST) and turning it into the target text in another different language (TT). This is in line with the description of Holmes in his seminal paper, cited by Munday (2004: 10).

it is known that indeed translation covers many significant roles. Holmes in his seminal paper, as compiled in *The Translation Studies Reader* (2004: 184), describes that the two branches of pure translation studies concerning themselves with these objectives can be designated **descriptive translation studies (DTS)**. There are three major kinds of research in **DTS**, which are distinguished by their focus as **product-oriented**, **function-oriented**, and **process-oriented**.

Mr : BOULKHESSAIM Adel

1- Product-Oriented DTS

This categorization accommodates some definitions of translation. Newmark in Aveling (2010: 5) says that translation is a craft consisting in the effort to replace a non-verbal message or a statement in one language by similar message statement in another language. This definition exactly supports the idea that translation is a product. Another supporting statement is by Margret Amman, cited by Aveling (2010: 5) that 'translation' is when a source text, both verbal and nonverbal has, for certain purpose been used as the model for the production of a text in the target culture.

These two definitions scroll similar agreement that translation must end up as a product on which the content delivers the same messages, not merely the form. The other translation scholars who lean on product-oriented translation studies are Savory and Jacobsen. As explained by Basnett (1980: 14) that Savory defines translation as an 'art', while Jacobsen argues that translation is a 'craft'. Both of scholars agree that translation is near with a unique production for it is said as a 'craft' and an 'art'. An overall conclusion of this view is that translation must have a real product, which are possibly phonemic (interpreting), morphemic, words, group/phrase, clause, and text.

2- Process-Oriented DTS

Translation as process-oriented view can be said as the most favorable definitions of translation. Many translation scholars define translation as an act of communication. The most prominent translation expert who is popular for his Bible translation is Nida. Nida and Taber (1982: 12) claims that translation as the

Mr : BOULKHESSAIM Adel

process of reproducing in the receptor language to the closest natural equivalent of the source language message.

The first is in the terms of meaning and secondly in terms of style. The term **reproducing** is highlighted by Nida since it is the ultimate aim in translation. It consists of making a good many grammatical and lexical adjustments. This statement is identical with the statement of Machali (1998: 1) who says that translating is an act of recreating meaning, not that of creating meaning. A good translation surely difficult to gain an absolute similarity for each language has its own uniqueness, either grammatical or cultural meaning. The one who translate any documents must consider on the limitation of deriving faithful translation in which an SL text must be the same as the TL text.

Catford (1969: 20) agrees to both of arguments above that translation is the replacement of textual material in the Source Language text by equivalent textual material in the Target Language text. However, this definition seems limited on the use of textual material terms because translation is not only limited to the use of something textual but also untextual material, as described by Roman Jakobson as an intersemiotic translation. Therefore, this definition focuses more on the textual analysis rather than the meaning of a translated text proven by the famous approach of translation' shifts'.

Overall, the most comprehensive definition supporting **process-oriented** translation is derived by McGuire (1980) via Machali (1998: 1),

Translation is the rendering of a source language (SL) text into the target language (TL) so as to ensure that the surface meaning of the two will be preserved as closely as possible but not so closely that the TL structures will be seriously distorted (McGuire, 1980: 2)

Mr : BOULKHESSAIM Adel

This definition has covered almost all similar ideas presented before, that translation is indeed a process that begun with the prefix *re-*. It means that translation does not take only once in its process but also twice or more processes. The idea of similarity is also argued as something impossible that the demand of translation as a process is near with making the natural and closest equivalence. Barely is the process of translation demanded to be the same.

3- Function-Oriented DTS

This view somehow leads three prominent translation scholars: Reiss, Vermeer, and Nord blush the functional theories of translation. 'Functionalist' in Nord (1997: 1) is defined as focusing on the function or that texts and translations have certain functions. Among the three functionalist theories, skopos theory by Vermeer, Translational Text-Analysis by Nord, and Text Type and Language Function by Reiss, the one who has played a major role in the development of functionalist trend is *skopostheorie*. Vermeer as explained by Munday (2001: 80) says that the term 'skopos' is the Greek word for 'purpose' or 'objectives'. It was introduced into translation theory in the 1970s by Vermeer as a technical term for the action of translating and as a purpose of a translation. This definition emphasizes that translation must have a reason behind it. Vermeer even gives several basic underlying rules of the theory. Similar with Vermeer, Reiss in Munday (2001: 73) focuses on the ultimate aim, which is initially at systematizing the assessment of translations. Reiss chooses to take text as the concept of equivalence rather than words or sentences. This approach is mostly used to assess literary translation, for readers are the important factor. In line with this, Nord (1997: 22) explains that translation is an act of communication. It means during communication process, both speakers

Mr : BOULKHESSAIM Adel

and hearers transfer meaning. The meaning associated with the sign does not need to be the same for both the producer and the receiver. An overall conclusion upon this part is that translation both as a product and as a process must be purposive. Not only does this approach facilitates a helpful analysis of literary texts but also launches the idea of translation training since, again, readers are the key point.