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Theories and Scholars in Translation Studies

1. Do you know some experts in translation field?
2. Can you mention their names?
3. How is translation theory according to them?
4. Do their theories share similarities each other?

A. What is Translation Theory?

Translation can not be separated from theory. Theory is a basic in translation. Theory basis that provides the rule and meaning in translation by which every translation can be measured. It must be an appropriate translation determination and it should be measured by suitable theory. If the translation process is not based on translation theory, the result of the translation will fail and can't succeed as a target translation. Therefore, translation theory is an important necessity.

Discussions of the theory and practice of translation reach back into antiquity and show remarkable continuities. The distinction that had been drawn by the ancient Greeks between metaphrase ("literal" translation) and paraphrase was adopted by the English poet and translator John Dryden (1631-1700) who represented translation as the judicious blending of these two modes of phrasing when selecting, in the target language, "counterparts", or equivalents for the expressions used in the source language. Translation as transformation among languages indicates that task scientist attention in some scientist side like psychology, ethnographic, literature and another linguistic.

Therefore, translation theory is not a theory and not a science just a collection of knowledge that we have to master and we need to learn continually. Translation theorist and practitioners have forever been always

argued that translation is either an art or science or even just a craft. Thus, translation theory tries to give a little knowledge to relation between opinion, meaning, language, and all its aspects.

Some definitions:

a. Theory is a basic in translation.
b. Translation is a process to transform to other languages.
c. Translation theory is used to transform one language to another language to get good translation.

B. Translation Theory According to Translation Experts

1. Catford Translation Theory

According to Catford (1965) "The replacement of textual material in one language (Source Language) by equivalent textual material in another language (Target Language). It means translation is the replacement of language text, the language resources appropriate to the target language. Catford (1978:20) defined translation as:

"...the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)".

Replacing textual material of the source language with textual material in the target text means translator have to replace anything related to the source text with something that relevant in the target text. The textual material can be the words, phrases, sentences, language style, and the grammatical structure. In other words, translators have to look for the most relevant words, phrases, sentences, or grammatical structure that can replace the source text, so the target readers can understand. The translator should understand that there is

no tenses in some languages, so the translators should refer to the context of the text before; "Is this text talking about the present or the past event?".

    After that, the translators will be able to decide what to do.

2. Newmark Translation Theory

According to Newmark (1988) "Translation is rendering the meaning of a text into another language in the way that the author intended the text." Newmark (1991: 27) defines the act of translating very briefly. It is the act of transferring meaning of a stretch or a unit of language, the whole or a part, from one language to another. Newmark also believes that it becomes a craft and an art to make a creative translation. He states that translation is a craft consisting in attempts to replace a written message and statement in one language by the same message and statement in one language by the same message and statement in another language.

In the theory of translation, Newmark agreed that translation theory:

a. Semantic translation and communicative translation.

b. The message in course language should be similar with the target language.

c. Translation should make clear meaning from source language.

d. Translation should be informative not expressive. It means the reader must be given detail explanation, so they know the message in the source language and target language.

    According to Newmark (1981: 19), translation theory is concerned mainly with determining appropriate translation methods for the widest possible range of texts or text-categories. It also provides a frame work of principles, restricted

rules and hints for translating texts and criticizing translations, a background for problem solving.

Newmark (1988:5) defined translation as:

"...rendering the meaning of a text into another language in the way that the author intended the text."

It means a translator have to translate a text according to the author's intention in the source text must be understood by the target readers, so it can said that translator is a bridge connecting the author with the target readers. The translation definition according to Newmark means that the messages transferred to the target text should be equal to the messages in the source text, and he also suggested that translation is bound to some rules – translation theories. It means, translation should be done by following the rules of translation theories.

3. Nida and Taber Translation Theory

According to Nida and Taber (1974) *"Translation is a rewriting of the message contained in the source language into the target language to find similarities"*.

As the definition above, Nida and Taber (1982: 12) see translating as a process of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. In other words, translation is a transfer of meaning, message, and style from one SLT to the TLT. In the order of priority, style is put the last. Here the things to reproduce (transfer) are stated, message.

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Nida prefer the term 'Receptor Language' (RL) to 'target language' since the word 'target' does not always have a pleasant connotation. Whatever are the definitions and terminologies of the scholars working in the field of Translation, most, if not all, of them devote their attention to the 'principles and procedures of translation'. The study of principles and procedures of translation by various scholars in different periods of history gave rise to a new field of scholarship or research called 'Translation Studies'. Translation studies include three interrelated and mutually interacting aspects of translation: theory, practice and evaluation.

a. Translation must adapt to the culture of source language and the target language.
b. The translation must concern with two collocations word, formal and dynamic collocation.
c. Dynamic translation is the translation that recognizes the adaptability among languages, cultures, the content of source language context with the target language.

Nida's theory can couple with Newmark's theory in the same case it can handle the impression of translation problem such as over, reduce, false and interpretation translation. Not only can handle the problem in translation impression, but also in formal and dynamic translation even in culture.

E. Nida (1976:66-79) avers that due to the fact that translation is an activity involving language there is a sense in which any and all theories of translation are linguistic. He classifies these theories into three: philological theories, linguistic theories and socio-linguistic theories, the sequel of three diverse perspectives and different approaches to principles and procedures of translation. If the emphasis is on the literary texts, the underlying theories of

translation are best deemed philological; if it is on structural differences between SL and TL, the theories may be considered linguistic; and finally if it is on a part of communication process, the theories are best described as sociolinguistic. However, a more comprehensive survey subsumes far more than Nida's three sets of theories as elaborated below.

A) Philological Theories

Philological theories rely upon 'philology' as the study of the development of language, and the classical literary studies. They are mainly concerned with the comparison of structures in the native and foreign languages, especially the functional correspondence and the literary genres in addition to stylistics and rhetoric . Nida explicitly states:

"The philological theories of translation are, of course based on a philological approach to literary analysis. They simply go one step further; in place of treating the form in which the text was first composed, they deal with corresponding structures in the source and receptor languages and attempt to evaluate their equivalences. Philological theories of translation are normally concerned with all kinds of stylistic features and rhetorical devices." (Nida, 1976: 67-68).

B) Philosophical Theories

Primarily emphasizes the psychological and intellectual functioning of the mind of translator. He elucidates that meaning and understanding underlie the translation process, averring that a theory of translation is essentially a theory of semantic transfer from SL into TL. He defines his 'hermeneutic approach' as " the investigation of what it means to ' understand a piece of oral speech or

written text, and the attempt to diagnose the process in terms of a general model of meaning" (Steiner,1975:249).

C) Linguistic Theories

Linguistic theories of translation, according to Nida (1976:69) , are based on a comparison of the Linguistic structures of the STs and TTs, rather than a comparison of literary genres and stylistic features of the philological theories. Their development is due to two factors: first, the application of the rapidly expanding linguistics, the scientific study of language, to several fields such as cognitive anthropology, semiotics, pragmatics, and teaching translation/interpreting skills; and second, the emergence of Machine Translation (MT) which has provided a significant motivation for basing translation procedures on linguistic analysis as well as for a rigorous description of SL and TL (Nida, 1976: 70).

According to Nida and Taber (1969:134) it is only a linguistic translation that can be considered 'faithful', because it "is one which only contains elements which can be directly derived from the ST wording, avoiding any kind of explanatory interpolation or cultural adjustment which c a n be justified on this basis." Nida (1976:75) suggests a three-stage model of the translation process. In this model, ST surface elements (grammar, meaning, connotations) are analyzed as linguistic kernel structures that can be transferred to the TL and restructured to form TL surface elements. His linguistic approach basically bears similarity with Chomsky's theory of syntax and transformational generative grammar.

D) Functional Theories

The 1970s and 1980s witnessed a shift from the static linguistic typologies of translation and the emergence, in Germany, of a functionalist and communicative approach to the analysis of translation. These theories subsume the early work on text type and language function, the theory of translational action, **skopos** theory (Baker, 2005: 235-238; and Shuttleworth and Cowie, 2oo7:156-157) and text analysis model.

E) Text- type Theory

Built on the concept of equivalence, which is the milestone in linguistic theories, the text, rather than the word or sentence, is deemed the appropriate level at which communication is achieved and at which equivalence must be sought (Reiss, 1977: 113-14). Reiss links the functional characteristics of text types to translation methods. The main characteristics of each text type can be summarized as follows (pp.108-9):

➢ . **Informative**: It is concerned with 'plain communication of facts': information, knowledge, opinions, etc. The language dimension used to transmit the information is logical or referential; the content or 'topic' is the main focus of the communication.

➢ . **Expressive**: It denotes the 'creative composition' wherein the author uses the aesthetic dimension of the language.

➢ . **Operative**: The purpose is to induce behavioral responses, i.e., to appeal to or persuade the reader or 'receiver' of the text to act in a certain way.

➢ . **Audio medial**: It refers to films and visual or spoken advertisements which supplement the other three functions with visual images, music, etc.

F) Skopos Theory

Skopos theory stresses the interactional, pragmatic aspects of translation, arguing that the shape of the TT should be determined by the function or 'skopos' (the Greek word for 'aim' or 'purpose') that it is intended to fulfill in the target context' , and it may vary according to the recipient. The corollary is that the translator should use the translation strategies which are most appropriate to achieve the purpose for which TT is intended, irrespective of whether they are deemed to be the 'standard' way to produce in a particular translation context; in short, when producing a TT, 'the end justifies the means.' It is worth noting that an awareness of the requirements of the skopos "expands the possibilities of translation, increases the range of possible translation strategies, and releases the translator from the corset of an enforced – and often meaningless – literalness (Vermeer,1989:42), It is the target readers who will prompt the translator to translate, to paraphrase or even re-edit the TT as the most appropriate strategy to be adopted in a given situation.

G) Sociolinguistic Theories

These theories endeavour to link translation to communicative theory and information theory, with special emphasis on the receptor's role in the translation process. They do not completely overlook language structures, instead they deal with it at a higher level in accordance to their functions in the communicative process. These structures may involve rhetorical devices or figures of speech such as simile, metaphor, irony, hyperbole, etc., in both literary and non-literary texts. These theories require the translator exhibit language competence as well as language performance.

H) Interpretative Theory (or Theory of Sense)

This theory, originally designed to reflect the processes which are involved in conference interpreting, is associated with a group of scholars known as the **Paris School**. It is a reaction against some of the restricted views of linguistics of the time. The proponents of this theory argue that interpreters do not work merely with linguistic meaning, but also need to take into account such factors as the cognitive context of what has already been said, the setting in which the interpreting is taking place and the interpreter's own world knowledge (Lavault, 1996:97; in Shuttleworth and Cowie:2007: 85). The corollary is that the focus should be on the intended meaning or the sense rather than the words of **ST.**

Nida (1969) stated that:

"Translation consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style".

It means, Nida considers translation as an activity to look equivalency in the target language. Translators have to look for the closest equivalence words in the target text. The definition given by Nida is appropriate to give translators idea that translating is not only an activity in replacing one word with another word. On the other way, translating should be done by replacing one word with the most equivalence word in the target language. This concept is well known as dynamic equivalency, the concept focuses on creating smooth translation and giving the same message as the source text.