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## Divergent techniques for the study of Translation

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### **Abstract:**

*Translation* is “a skill, a *savoir-faire* that consists in going through the translating process, and being capable of solving the translation problems that arise in each case” *Translation Studies* is the discipline that deals with the study of translation. Translation Studies is an academic discipline that studies the theory and practice of translation. It is, by nature, a multilingual but also interdisciplinary field of study since establishes realty ships with linguistics, cultural studies, philosophy, the information sciences, and so forth. As a discipline, Translation Studies is also polymorphic. There are many different possible fields of study and this polymorphism means that a variety of approaches can be applied.

**Keywords:** translation, study, approaches, techniques etc

### **Various methods to the Study of Translation:**

The most significant methods to translation studies are the following:

1. The functionalist theories
2. The discursive approaches
3. The theories of equivalence and comparisons between languages
4. The integrating and interdisciplinary approaches
5. The philosophical and hermeneutic approaches Corpus studies and the cognitive approaches
6. The polysystem theory, Descriptive studies. Norms Cultural studied

### **The theories of equivalence:**

Nida borrowed theoretical concepts and terminology both from semantics and pragmatics and from Chomsky's Generative-Transformational Grammar. He distinguished between *formal equivalence* and *dynamic equivalence*, and abandoned the idea that a particular form has a fixed meaning. This author holds that meaning is produced within the context. Indebted to Structuralism and Generativism, we find the approaches with a comparative orientation - which mostly focus on comparisons between languages.

**The functionalist theories:**

The functionalist theories, which appeared in Germany during the seventies and eighties, were a set of new approaches based on a functional, communicative view of translation. Functionality is what determines the translation criteria, that is, its form, the genre, and so forth. The aim is to make the translation functionally communicative. And to do so the translation is placed within its sociocultural context. They use a key concept: Skopos. Skopos is a technical term used to speak about the purpose of the translation and the translational action. Skopos theory was introduced by Vermeer in the 70s. Functionalist approaches certainly had some sort of common thread but were, in fact, quite different in terms of the emphasis which was laid on different aspects or features of the translation process

**The discursive method:**

Between the seventies and the nineties, we witnessed the appearance of new, linguistic-based approaches that incorporate the new linguistic tendencies, now more concerned with the context. The work of House broke new ground in the application of the systemic approaches put forward by Crystal and Davy. The author proposes a model for evaluating translations based on delimiting the pragmatic function and obtaining the contextual meaning.

**Polysystem theory**

Another key moment in the field of research into translation was the appearance of the *polysystem theory* in the seventies. Its postulates derive from literary theory and their main interest lies in translated literature. Translated literature is no longer seen as being a second-rate system but rather a system that operates within the literary, social and historical system of the target culture. One new line of thought is the so-called *descriptive translation studies*, which is directly descended from polysystem theory and has Toury as its main representative identify the patterns of behaviour behind translation and to reconstruct the norms at work during the translation process

**Cultural studies**

There are three important areas where *cultural studies* has influenced translation studies in the course of the nineties: translation and rewriting, translation and gender, and translation and post colonialism. The scholars influenced by the *post colonialist* theories are interested in the translation decisions and solutions that are found in the dominating cultures. The post colonialists study the manifestations of positions of power in the translations of colonised peoples and the role translations play in shaping literature in colonised countries. Another variety of cultural studies that have focused on translation is the *gender-studies approach*. Their aim is to make the feminine component in translation visible. They analyse the strategies that can be used to achieve such an aim.

Finally, another line of research that deals with cultural difference and the interface between the source culture and the foreign. This approach is based on the study of how translation strategies are determined by the cultural differences between the ST and TT, the dominant ideology and the dominant discourse.

To conclude our review of culturally-oriented translation studies we could sum up by saying that they consist of authors and schools with a common denominator – they all carry out research focused on the product and especially on the ideology that dominates in a particular culture and texts, while also investigating into how ideology shapes translation

### **The philosophical and hermeneutic methods**

The most significant proponents are Pound, Steiner and the *deconstructionists*. Ezra Pound's conception of translation is very experimental, very creative, looking at the expressive qualities of language. The author proposes the idea of capturing the "energy of the language", in the form, rhythm, sound, clarity, and so forth. Some of the most recent contributions to research into Translation Studies include the appearance of *corpus studies* or the *cognitive approaches* over the last few decades. Some of the most notable works on *corpus studies* have been those published by authors such as Baker, Laviosa or Olohan. These authors base their approach on the application of corpus linguistics to translation. The aim of corpus linguistics is essentially that of analysing large amounts of digitised texts. Baker describes several types of corpora that can be of particular interest for research into translation: a) *parallel corpora* consist of original texts written in language together with their translations in language. The polysystem theory. Descriptive studies. Norms Cultural studies. b) *multilingual corpora* contain two or more monolingual corpora written in different languages and produced under the same criteria by the same or different institutions

### **Cognitive method**

All the cognitive approaches open up interesting new paths for research in the current translation studies landscape. They have to overcome the difficulties involved in studying mental activities – since they are not directly observable – and the complexity implicit in the translation process itself, especially when it comes to conducting empirical studies.

### **The integrating and interdisciplinary methods**

In the last few years most translation scholars have adopted an integrating approach to research in Translation Studies. This integrating approach is generally characterised by the inclusion of both linguistic and literary concepts in the different analytical models. Many of these integrating approaches are also interdisciplinary in nature. Bassnett and Snell-Hornby pioneered this trend. Translation as an act of communication. For this author, translation is a complex act of communication that is performed between two different communicative spaces, the source and the target, and in which a number of variables play a part. The notions of context and function are essential to this first categorization.

Translation as a textual operation. Translation is an operation involving texts, which explains the need to further our knowledge about how texts work in the two languages. The interest will thus be concentrated on textual analysis. Translation as a cognitive activity.

Translation, as well as being an act of communication and a textual operation, is an activity carried out by an individual it is therefore necessary to consider the mental process that takes place while translating, in addition to the capabilities required to do so correctly.

## Conclusion

The research landscape has made a tremendous amount of progress in recent decades, and more especially so since the seventies. From that moment the reorientation of the lines of thought in linguistics had started.

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