

INTRODUCTION TO TRANSLATION STUDIES

**TRANSLATION
STRATEGIES**

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Most probably be for a view of translating that describes the process in terms of such features as the literal rendering of meaning, adherence to form, and emphasis on general accuracy.

The debate on whether translation should be literal or free continued to dominate translation theory until well into the twentieth century.

Nevertheless, writings on translation began to become more systematic and George Steiner's *After Babel* is one of the classics of modern translation theory, written at a time before Translation Studies became firmly established.

George Steiner, in *After Babel*, divides the literature on the theory, practice and history into four periods:

1. Immediate empirical focus;
2. period of theory and hermeneutic enquiry;
3. the introduction of structural linguistics and communication theory into the study of translation;
4. a reversion to hermeneutic.

[*Translation Studies*, 3rd Ed – Bassnett, Susan (Routledge)]

FORM / LITERAL

The split between form and content stated by the Roman lawyer and writer Cicero and St Jerome.

In classical times, it was normal for translator working from Greek to provide a literal, word-for-word 'translation' to Latin reader.

Four centuries later, St Jerome describe his bible translation strategy as 'I render not word-for-word but sense for sense'.

Literal translation may be the norm between two closely related languages.

Such a literal translation is not so common when the languages in question are more distant.



CONTENT / FREE

The sense may be translated, while the form often cannot.

The point where form begins to contribute to sense is where we approach untranslatability.

This clearly is most likely to be in poetry, song, advertising, punning and so on.



Translatability

Translatability is a relative notion and has to do with the extent to which, despite obvious differences in linguistics structure, meaning can still be adequately expressed across languages.

Comprehensibility

Meaning has to be understood not only in terms of what ST contain, but also equally significantly, in terms of such factors as communicative purpose, target audience and purpose of translation.