Strategies in Translation

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Strategies

Problems may occur in translation, especially that of non-equivalence. The most that can be suggested is strategies which may be used to deal with non-equivalence (Baker, 1992).
the strategies used by professional translators are:

• Translation by more general word (superordinate);
• Translation by a more neutral/less expressive word;
• Translation by cultural substitution;
• Translation using a loan word or loan word plus explanation;
• Translation by paraphrase using a related word;
• Translation by paraphrase using unrelated words;
• Translation by omission;
• Translation by illustration.