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Cihan University-Erbil Translation Department

The Revival of Translation

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October, 2023

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The Revival of Translation

Presentation Outline

- I. Introduction
- II. Factors of the Revival
- III. Objections to the Use of Translation
- IV. Cultural Translation as Hybrid Processes
- V. Translation and Globalization
- VI. Conclusion

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【請求項1】絶縁性透明基板と、電極と、電荷注入層／発光層の結合体を有し、

前記結合体は電極を介して絶縁性透明基板上に多段に積層され、

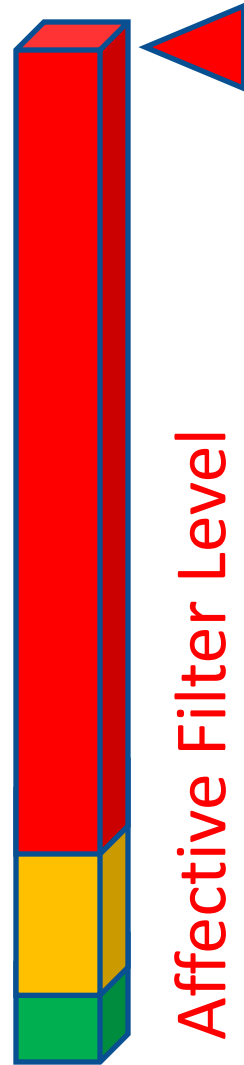
電極は正極と負極とが結合体を介して交互に配置されるとともに同一極性の電極は絶縁性透明基板上で相互に電氣的に接続され、

前記結合体はその積層に際し、後段の結合体が前段の結合体を全体的に被覆してなることを特徴とする有機薄膜発光素子。

わたくしのなまえはヤマダ？
です。

ごめんなさい。？

おげんきですか。？



denwa o kakeru

Mary: Hai, nihon shinbun desu

Suzuki : itsu mo osewa ni natte orimasu?

Mary : taihen moushiwake arimasen ga Brown

Suzuki : sou desu ka. wakarimashita.

dengon onegai dekimasu ka?

Mary : hai, douzo

Suzuki : dewa shitsurei shimsau



LATER ...

denwa o kakeru - Make a Call

Ohayoo gozaimasu. Suzuki san onegai dekimsau ka?

Good morning. May I speak to Suzuki?

Suzuki wa ima gaishutsuchu desu - Suzuki is out of the office now

Suzuki wa ima sekkyakuchu desu - Suzuki is with a visitor now.

Arigatoo gozaimasu. Thank you.



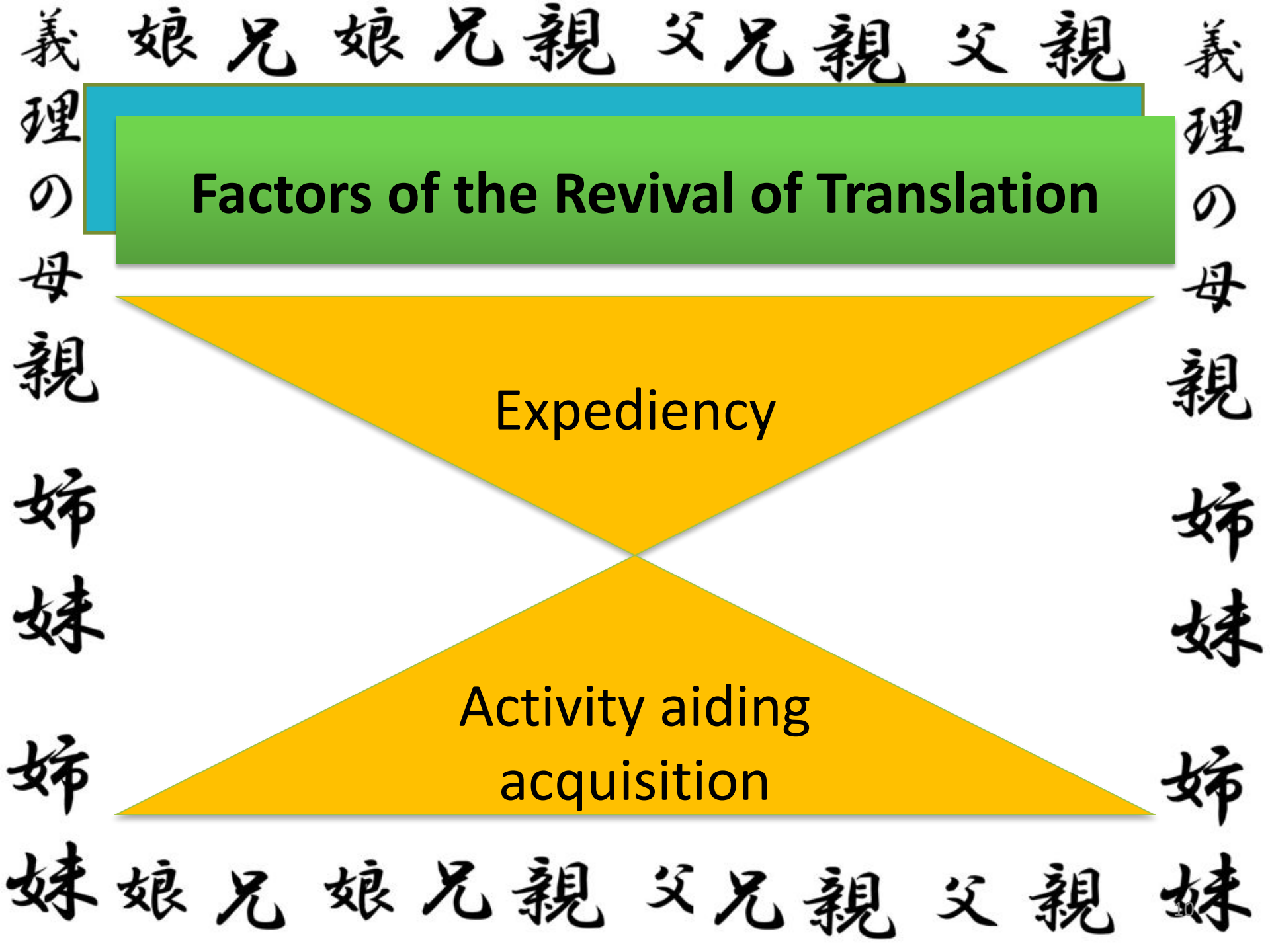
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The Revival of Translation

Successful translation:

- + Formal and Lexical grammar equivalence
- Speed and Accuracy
- Translate for gist
- Seek pragmatic or stylistic equivalence
- Consider the features of the genre

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Factors of the Revival of Translation

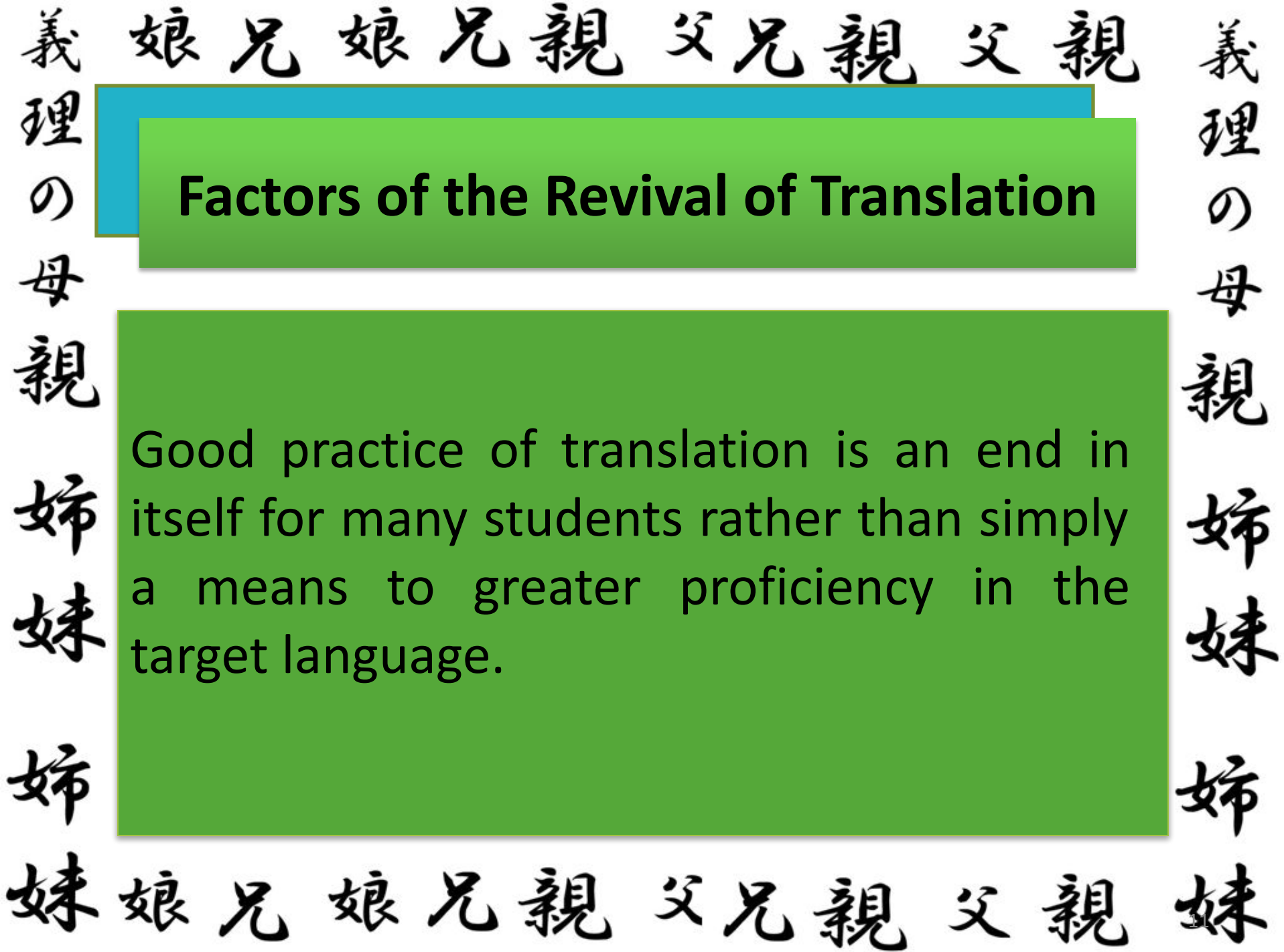
Expediency

Activity aiding acquisition

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Factors of the Revival of Translation

Good practice of translation is an end in itself for many students rather than simply a means to greater proficiency in the target language.



Native speaker
teachers are
ALWAYS the best!

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~~Native speaker teachers are ALWAYS the best!~~

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Virtues of Translation

Learners are **obliged** to confront areas of the L2 system which they may find difficult.

Translation can focus attention upon **subtle differences** between L1 and L2 and discourage the naïve view that every expression has an exact equivalent.

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Functionalist approaches..

Translation = an act of communication
Meaning = function in context.
In a more specific sense, functionalist approaches define translation as a purposeful transcultural (across cultures) activity.

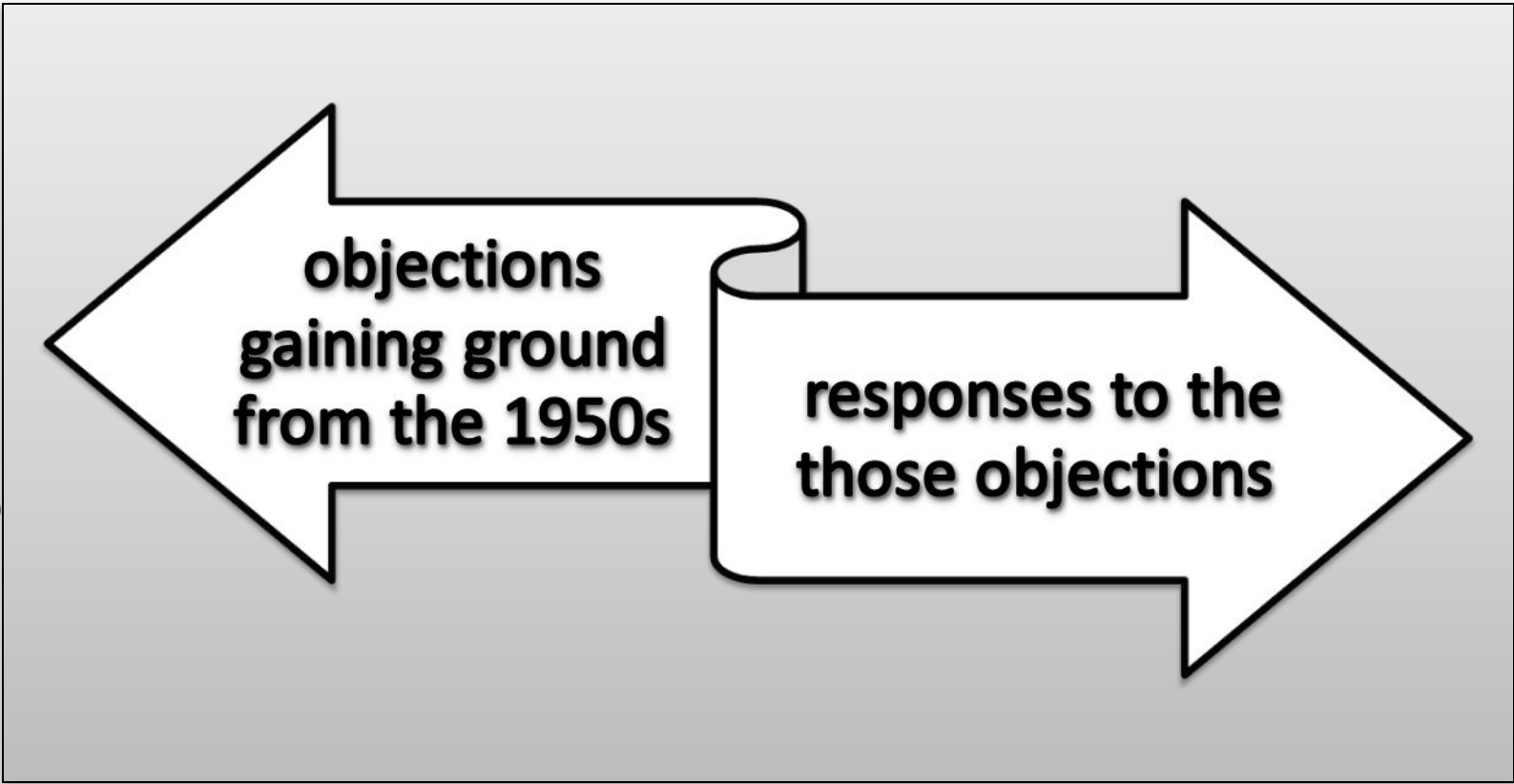
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The objections to the use of translation along with the responses provided.



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The objections to the use of translation along with the responses provided.

Do teachers have the **authority**

to extract the underlying meanings of what the 'natives' say??

to recreate those meanings in the terms of students' L1??

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The objections to the use of translation along with the responses provided.

Lefevere and Bassnett popularize the view that

- translation is a bicultural strategy
- requiring ‘mindshifting’ from one linguacultural model of the world to another.

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The objections to the use of translation along with the responses provided.

Teachers' clarity and accuracy in translating the mental programming which orients the source language individuals

the value of translation in the spreading of cultural values.

The task of the teacher as transferring the general meaning in the source text with minimum loss.

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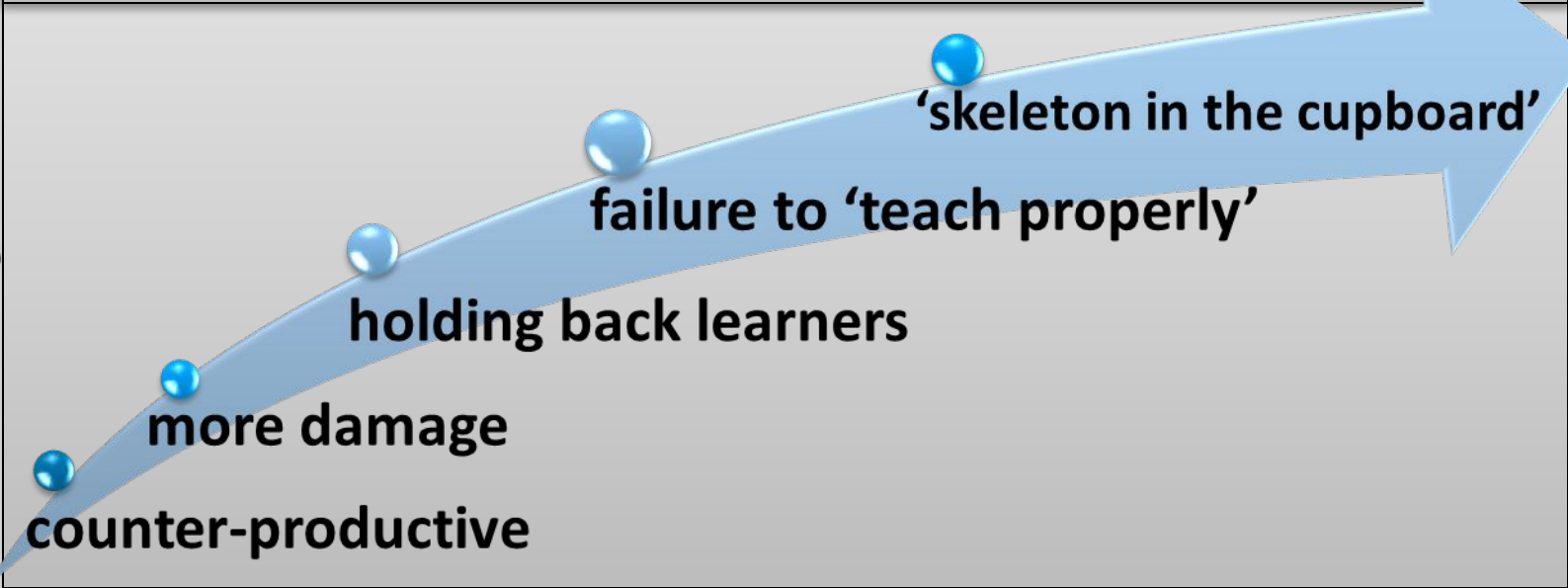
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The objections to the use of translation along with the responses provided.

According to the proponents of the audio-lingual and communicative methods, the use of the mother tongue



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The objections to the use of translation along with the responses provided.

First, the grammar-translation method required students to translate

unnatural-sounding phrases presented out of context



Translation, misconceived and overused, could be seen as a victim of the grammar-translation method.

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The objections to the use of translation along with the responses provided.

Second, although one may object that translation

Translation encourages learners to use L1

the aim is to remove L1 from the classroom

□ encourages awareness and **control of interference** as with **bilinguals**.

□ helps learners understand the interaction of the two languages.

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The objections to the use of translation along with the responses provided.

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the mother tongue

Deller and Rinvoluceri

Titford

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to eliminate it is to wean a baby on day one

mother of all the other languages

Learners "translate silently"

aid the process of L2 acquisition

Systematize the learning mechanism

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The objections to the use of translation along with the responses provided.

Believing that everything should be taught in the target-language, Tim Bowen says:

“This is fine in principle but, as ever, the reality turns out to be somewhat different.”

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The objections to the use of translation along with the responses provided.

As Duff puts it,
“translation happens everywhere, all the time, so why not in the classroom?”

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The objections to the use of translation along with the responses provided.

According to Malmkjaer, the validity of such arguments depend on:

the kind of translation students experience



use of translation tailored in accordance with students' needs.

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The objections to the use of translation along with the responses provided.

Schäffner (1998)
translation as a pedagogical strategy

- to expand the students' vocabulary in L2,
- to improve their understanding of how languages work,
- to consolidate L2 structures for active use,
- to monitor and improve the comprehension of L2.

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The objections to the use of translation
along with the responses provided.

Sheelagh Deller:

“The mother tongue taboo has been with us for a long time but fortunately now things seem to be **changing**. I believe that many teachers have continued to use the mother tongue because it is both **necessary and effective**. However, teachers may well have been using it **privately and secretly** – and certainly **not in front of inspectors or colleagues**! So we just add to the guilt feelings that we as teachers are so good.”

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Cultural Translation as processes of hybrid identification

For Bhabha, the resulting 'hybridity' in language and culture identity means culture is both 'transnational and translational' (1994a:5) - constituted via 'translation' as exchange and adaptation, especially through the phenomenon of migration.

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Cultural Translation as processes of hybrid identification

In this view translation is not an interchange between discrete wholes but a process of mixing and mutual contamination, and not a movement from 'source' to 'target' but located in the 'third space' beyond both, where 'conflicts arising from cultural difference and the different social discourse involved in those conflicts are negotiated' (Wolf 2002:190)

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Cultural Translation as processes of hybrid identification

Doris Bachmann-Medick argues that rather than being clear-cut *locations* of coherent identity, cultures are *processes* of translation, constantly **shifting, multiplying and diversifying**: the idea of cultural translation can 'act as an anti-essentialist and anti-holistic metaphor that aims to uncover counter-discourses, discursive forms and resistant actions within a culture and enable 'a dynamic concept of culture as a practice of negotiating culture differences, and of cultural overlaps.' (2006:37)

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Cultural Translation as processes of hybrid identification

The danger here is, Thivedi's view (2003), that the notion of cultural translation as specifically interlingual practices, the precondition for a bilingual and co-existence upon which translation in the more traditional sense relies.

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Cultural Translation as processes of hybrid identification

Doris Bachmann-Medick (2006) hints that 'cultural translation' could mean the adaptation of everything to the dominant idiom of western capitalism, thus destroying differences or relegating it to unheard margins of global society.

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Translation and Globalization

The term 'globalization' has been used to describe the profound nature of changes affecting economies, cultures and societies worldwide from the late twentieth century onwards.

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Translation and Globalization

Not only language a key factor in the expression of that information but language also represents a crucial means of accessing the information.

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Translation and Globalization

The link between globalisation and translation is significant for the following reasons:

14. Globalisation has had more important effects on the world than the gradual extension of translation to new domains, attitudes between cultures and changing ideas of familiar globalisation.

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Translation and Globalization

A translator has three options:

13. ~~Adopting the foreign word with its original explanation.~~ **Adopting the foreign word with its original explanation.** to the target-language audience.

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Translation and Globalization

The translator's new role is explained,
which is the one of

*an expert for intercultural communication
in an internationalised world*

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Translation and Globalization

It is said that globalisation and technology are very helpful to translators.

Thus the text can be written in a more foreignising/exoticising manner.

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Translation and Globalization

To conclude, nowadays because of the current trend of globalisation, the translator no longer has the absolute need to always find a translation of a term in the target language if this would make the target-language text lose credibility.

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