



FACOLTÀ DI STUDI UMANISTICI

Lingue e culture per la mediazione linguistica

# Traduzione

LESSON 9

Prof.ssa Olga Denti

a.a. 2022-2023





# Topic of this lesson

- The pragmatic aspects of translation: more on text types
- The interaction of language forms and functions within & across language boundaries, in relation to the addresser's aims and text communicative purpose
- Austin & Searle (language microfunctions)
- Jakobson's lg macrofunctions: referential, emotive, conative, poetic, metalingual, phatic



# The three steps of the translation process

1. Analysis of the source text
2. Mental transfer
3. Re-construction of the message in the target language

it's a CYCLE: we can go back

# SPECIALISED TEXTS 1/3



Right or wrong interpretation: **prescriptive, not descriptive**

- Any text which is not a poetic text (Jakobson)
- Any close text (Eco), highly/semi-binding texts (Sabatini)
- The level of specialisation of the author

- Main distinction

**Natural sciences** (Physics, Mathematics, Biology, Chemistry, Engineering, Medicine)

**Human Sciences** (Legal Texts, Economy, Sociology, Anthropology, Psychology, History, Philosophy)

Different phenomena, different scientific/empirical approach, different degree of certainty



# SPECIALISED TEXTS 2/3

- **Gotti (1991):**

## **Communicative situation**

1. Specialist --- specialists, use of appropriate terminology (journal)
2. Specialist --- non specialists, use of accurate terminology but with a more educational purpose (manuals)
3. Specialist --- non specialists, use of everyday language, educational/didactic purposes



- TEXTUAL FEATURES

- ❖ include textual organisation, writer/reader interaction, spatial and sequential relationships, rhetoric strategies;

- LINGUISTIC-GRAMMATICAL FEATURES

- ❖ such as lexis, laudatory and evaluative language, persuasive and promotional discourse, monoreferentiality, brevity, syntactic patterns, premodification, grammatical devices (e.g., pronouns, interrogative clauses, imperatives, modals);

- NON-TEXTUAL FEATURES

- ❖ i.e., images, photographs, tables, maps, and so on.

# SPECIALISED TEXTS 3/3



## Functional requirements of specialised languages

- **Intention condition**: the addresser's intention is clearly communicated
- **Knowledge condition**: different levels of knowledge from addresser to addressee
- **Code condition**: shared and conventional code which guides the interpretation

The more conventional the communicative situation, the less distinctive the style (Sager et al. 1980, in Scarpa 2001 )



# Journalistic texts

“Acculturation is essential in news reporting. There may be some basis for arguments against acculturated translation in the literary field, but in cases like the above, **foreignisation is detrimental to understanding** (Bassnett, ‘Bringing the News...’, 121)

- Rhetoric preservation in an Arab or Chinese discourse would probably be nonsense.

**TRANSEDITING** (Stetting 1989 ): ‘information gathering, translating, selecting, reinterpreting, contextualizing and editing’

- A series of STs generating a single TT: STs may be very different: interviews, phone calls, radio or TV broadcasted, a witness statement, and so on
- What information should be added and omitted? : drastic revisions “...typical reduction of the translated (journalistic) texts to about two-thirds of their original length.” (Esperanca Bielsa & Susan Bassnett, 2009, *Translation in Global News*, London: Routledge, 107).



- **Selection:** a priori choices on the source credibility and authority (Relevance and reliability principles (Sperber and Wilson 2002, Wilson 2003, Piotti 2006));
- **Summary:** macro-textual level. *“It is the main strategy for the reduction of information complexity.”* Van Dijk divides summary in 3 acts: erasing, generalising and reconstructing;
- **Local transformation:** micro and macro-textual level. Erasing and adding, substituting (words, sentences, paragraphs) and permutating (moving parts ahead or back according to the information relevance and the news structure);
- Stylistic and rhetoric (ri)**formulation:** regardless of selection and relevance, stylistic changes (rhetorical reformulation, euphemisms, exaggeration, comparisons, metaphors) are the most effective way to introduce personal or institutional opinions in news: *“At this point, there is no longer a direct transformation of source texts but, in fact, the production of another text.”*



1. The more events satisfy the criteria mentioned, the more likely they will be registered as news (selection).
2. Once a news item has been selected, what makes it newsworthy according to the factors will be accentuated (distortion).
3. Both the process of selection and the process of distortion will take place at all steps in the chain from event to reader (duplication)



# Text types: narrative texts

The genre of the narrative text is more recent and contemporary, thus not yet considered as 'literature' (Biancolini Decuypère 2002, 13)

## 1. Texts types:

- Slightly binding texts: narrative, theatre, poetry
- Highly binding texts: literary criticism

## 2. Translation types

- Artistic: rewriting, adaptation, author-translator
- Literal: only shifts allowed are connected to the change in linguistic code

# Text types: the function of narrative texts



- Argumentative? Rare
- Aesthetic/entertainment? Possible
- Different **microtexts: virtually any kind of genre/language. Integrated within the macrofunction**

# Text types: the virtual text



- Translation + **Adaptation of content: different market/target**

SO

- **FORMAT**: the text has to fit the page, adaptable format
- **LANGUAGE**: formal accuracy + wide accessibility
- **CULTURE** to favour the familiar content

**LOCALISATION Esselink (2003)**, “localization revolves around combining language and technology to produce a product that can **cross cultural and language barriers.**”

**Bernal-Merino (2006)** , “the process of making a product linguistically and culturally, but also **technically and legally**, appropriate to the target country and language”

# LOCALISATION



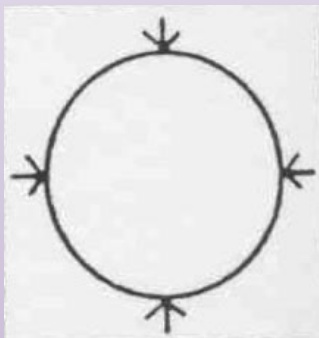
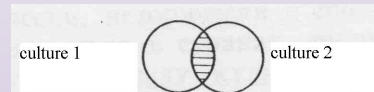
**LOCALISATION VS TRANSLATION:** part of the distribution process

Localisation: ‘like translation, but more than that’

- **Analysis:** can we localise the content or will it be too expensive (too specific)?
- Pseudo-translation: substitution of strings to assess its feasibility and effect
- Report to a team on how to proceed
- **Preparation:** the PM sends the kit with source material, databases, etc.
- **Translation:** TM and MT + post editing: out of context strings
- **Testing:** quality control QA



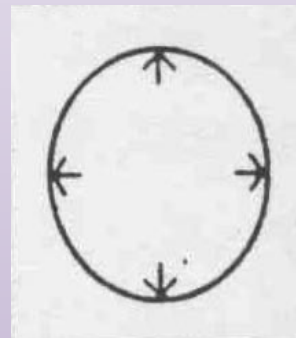
# Power relationships between cultures: Popovic



centripetal force

The source culture is stronger than the target culture

Foreignizing translation  
More culture-specific items



centrifugal force

The target culture is stronger than the source culture

Domesticating translation: less culture-specific items



The body of an eighteen-year-old girl was found yesterday among bushes in Kelvingrove Park. Police said the girl, Jennifer Lawson, had been sexually assaulted.

«It was a particularly brutal murder», **Detective Inspector** Ernest Milligan said.

Almost a hundred policemen carried out inquiries in the area and a **murder H.Q. in a caravan** was set up near where the body was found.

Detective Inspector Milligan warned people in the area that it was unsafe for women to be out alone after dark while the murderer was still at large.

The dead girl was the only daughter of Mr and Mrs William Lawson of 17 Ardmore Crescent, Drumchapel.

The cause of death is believed to have been strangulation.



**Matt Mason put *The Glasgow Herald* very gently on the table. It and the other two papers were like stains on the polished darkness of the wood, blemishes on his way of life ‘TEENAGER BRUTALLY MURDERED – The Dance That Led to Death’. ‘THE BEAST OF KELVINGROVE PARK’. He forked a piece of bacon into his mouth and it couldn’t have tasted worse if he’d been a Rabbi.  
(W. McIlvanney, *Laidlaw*, p. 87)**

Journalistic style + scientific language + narration



# Children's literature

- Possible heavy restructuring of the ST to facilitate reception. In Italian: more formalized and heightened tone

Possible problems:

- Characters' names (ex. Harry Potter)
- Realia
- Intertextual references (see songs in *Alice in Wonderland*)
- Humour
- Dialogues and orality
- Formulas of the genre (once upon a time...)
- Mediating between primary addressees (children) and secondary addressees (adults)