

should be translated with standard equivalents in the TL: they should not be translated literally. In prose passages the phatic function can also be used to establish a direct line with the readers and at times to gain their confidence (e.g. of course, it is well known that, etc.), which is generally quite readily rendered in the TL. It also applies to the use of conventions like the standard openings and closings of official correspondence in Italian. These would normally be deleted in English and substituted by a suitable standard equivalent.

Con l'occasione inviamo i più distinti saluti.
Yours sincerely

Another difference between Italian and English includes the low-frequency use of a translation equivalent of "*prego*" after "Thank you". "Not at all", "You're welcome", "Don't mention it" do exist, but are not used as automatically or as readily as in Italian.

The *metalingual function*, that is the ability of language to talk about itself, does not pose much of a problem to Italian/English translation. It mainly includes such standard terminology as lexicographic annotations in dictionaries, explanations and descriptions in grammar books or language textbooks or, as we have already seen, it is used to clarify or re-negotiate the code itself: for example, What does "homophone" mean? Once again it is sound policy to see how this function is realised in authentic samples of the TL.

The following are changes to the account regulations that were given to you at the time of account opening. These changes relate to money and wire transfers, information sharing and our responsibilities to you. These changes will not affect your service charge schedules. In this Notice, the following words have the meanings given to them below.
"We", "us" and "our" mean The First National Bank of Boston.
"You" and "your" mean you, the depositor.
"Account" means each deposit account you maintain with us.
"Agreement" means the agreement between you and us which governs the terms of your Account.

L'espressione soggetto + had better + infinito senza to equivale all'italiano:
farei / faresti / farebbe / ecc. meglio a ...

The concept of language functions and text typology provides the translator with essential criteria and guidelines for evaluating the ST and makes the translation process an easier and smoother task. Identifying the SL text-type creates expectations in translators

as to the language content; this in turn enables them to formulate hypotheses and to select the lexical, grammatical and syntactical features that are characteristic of a given text-type in the TL while discarding others. The notion of text-type/discourse genre is central to the understanding of communication since it helps language users to orient themselves in the interaction they are engaged in. A perception of genres provides information on almost every aspect of language and context: who the sender and receiver are likely to be, what the topic, function, situation, even the physical form, probably are, and other variables besides. The word *menu* will evoke far different expectations than *information leaflet* or *greeting card*, for instance. Kelly (1979:226) states the case quite neatly:

"It is only by recognizing a typology of function that a theory of translation will do justice to both Bible and bilingual cereal packet."

2.5. Rhetorical Functions

There remains one last group of functions that play an important role in the way texts are written and read, and therefore translated. These are the *rhetorical functions*. Once the discourse genre of the ST together with its predominant language function has been established, the translator's next task will be to determine what rhetorical strategies the author of the SL has used to achieve the desired effect. Persuasion may be the main aim of a vocative text but the author still has a variety of rhetorical means available to achieve it. The author may persuade by narrating, describing, arguing, counterarguing and so on. The predominant language function of an advertisement, for example, is likely to be vocative, to persuade the consumer to act in a particular way, but advertisers can persuade by describing:

Il Chianti Classico è quello prodotto nella "zona di origine più antica", come sancisce il disciplinare ministeriale di produzione. A questa zona si riconoscono particolari caratteristiche pedoclimatiche che si riflettono naturalmente sulla qualità del vino. È a questa terra di origine, delimitata in base a decreto ministeriale, che fa riferimento a... Val di Pesa e Tavarnelle. Questo territorio è in gran parte coperto da boschi, dove predominano conifere, querce e castagni. Un polmone naturale che garantisce la sopravvivenza di una fauna ricca e variegata. Al margine dei boschi troviamo i vigneti: 6.800 ettari di filari che si alternano ai campi d'olivo, l'altra coltura tipica del Chianti Classico.

More locations—First Chicago operates more than 250 ATMs at nearly 150 locations—that's more than any other financial institution in the Chicago area. And we're always expanding our network.

CONVENIENT LOCATIONS—First Chicago ATMs are located at most First Chicago locations and many other convenient places near to where you live, work and shop. Look for First Chicago ATMs at train stations, office buildings, shopping malls, and hospitals. We've even placed ATMs in several U.S. Post Office locations and a growing number of McDonald's restaurants.

by narrating:

I primi "caffè" intesi come locali pubblici di ritrovo compaiono, ovviamente, alla Mecca, e da allora in poi è un'avanzata inarrestabile: nel 1544 a Costantinopoli, nel 1640 a Venezia, nel 1654 a Marsiglia, nel 1662 a Londra e nel 1680 a Parigi. È un'epopea che vede il caffè come punto di riferimento di storia e di cultura: al Florian di Venezia si incontrano e discutono personaggi come Byron, Rousseau, Silvio Pellico, al Procope di Parigi ingegni come Voltaire, Mirabeau, D'Alembert (ricordate l'Enciclopedia?) sono ancora oggi ricordati dagli affreschi alle pareti. Questi ed altri esempi (non a caso il giornale che Pietro Verri fondò a Milano nel 1764 per "risvegliare" la cultura italiana si chiamò proprio "Il caffè") testimoniano l'importanza del caffè per la cultura. Ma le vere pietre miliari per la cultura del caffè, cioè l'espresso e la pressurizzazione, dovevano ancora venire.

The Cadbury chocolate empire was founded by John Cadbury in 1824. A Quaker, he had moved to Birmingham with his father from the west Country and the firm he had founded stayed a family business for over 100 years. Now it is a major public company called Cadbury Schweppes, it is one of the largest chocolate producers in the world with sales topping the £ 600 million - mark. ...

Cocoa was introduced into Europe by the Spanish conqueror of Mexico, Don Cortez, in the 16th century. It was introduced into Britain in the 17th century.

As a drink, chocolate was an expensive luxury and when the first chocolate house opened in 1657 it cost 6s 8d, then a huge sum of money. Now Britons spend £ 2.3 billion a year on it.

by arguing or counterarguing:

L'aroma e il gusto di un buon caffè, è quello che fa sì che lo beviamo, per dirla col grande Eduardo de Filippo, "con piacere, soddisfazione, appagamento, addirittura sorpresa e rapimento". Ma come fa Illycaffè ad essere così inconfondibilmente più fragrante degli altri caffè?

Il segreto è in un procedimento che Francesco Illy brevettò esattamente 50 anni fa: dopo la tostatura, gli aromi del caffè tendono ad uscire dal chicco sotto forma di gas volatili, ed in quantità tali che la maggior parte delle confezioni deve addirittura portare una valvola che ne impedisca il rigonfiamento.

Illycaffè viene invece confezionato con un gas inerte ad alta pressione, il che evita sia l'ossidazione che la fuoriuscita degli aromi dal chicco, e in più fa sì che il caffè migliori ulteriormente durante i primi giorni di stagionatura, e che sia garantito inalterabile per almeno tre anni. Ecco perché l'aroma ed il gusto di Illycaffè sono ben noti agli intenditori di tutto il mondo.

Professional expertise can help you to win your claim for maximum compensation

The injury

It might have happened at work. Or on the road. In a shop, perhaps, or a public building. Even in a private house. The important point is that if someone else was responsible for an injury that you sustained, you can claim compensation from them.

The blame

Legally the onus is on you to prove that the other party was to blame for the accident that caused your injury. Even if you were partly responsible, you may still be able to claim compensation. Whatever the particular circumstances may be, it is always essential to contact a solicitor without delay. Your claim can then be prepared in the most effective way and action taken rapidly on your behalf.

The claim

You can claim compensation both for the direct physical effects of the injury and losses you suffer as a result of it. These could include, for example, loss of earnings, expenses you incur and any curtailment of your domestic and social life.

Your solicitor can provide whatever advice you need on these points.

A text is generally made up of a sequence of rhetorical functions. But, as we saw with regard to the macrofunctions, only one predominant rhetorical function is realised at any one time. Any other rhetorical functions that may be present are subsidiary to the main one: argumentation, for instance, may also include narration or description or both. The predominant function of a text has been called its *dominant contextual focus* (Werlich 1983:19) and is yet another criterion for establishing a typology of texts. The usefulness of this concept to translation is that each text-type is characterised by well-defined language markers. Identification of the dominant contextual focus of the ST will facilitate and speed up the translator's task of selecting equivalent linguistic features in the TL. Let's now look at these text-types more closely:

The *expository text* can be either descriptive or narrative and oriented towards events, people or entities. The focus of *descriptive texts* is on objects and relations in space. These texts are therefore characterised by spatial sequences:

There it lay in the early sunshine of spring... Courts and buildings, grey, red, plum colour, lay orderly and symmetrical; the courts were some of them oblong and some square; in this was a fountain; in that a statue; the buildings were some of them low, some pointed; here was a chapel, there a belfry ...

The focus of *narrative texts* is on events and relations in time. They are characterised by temporal sequences.

John Fowles was born in March 1926, in the little Essex town of Leigh-on-Sea. A little over a month after his birth the General Strike began, and though it was short-lived it left behind a legacy of anger and frustration. Then, in October 1929, the economic bubble burst, and America and Europe found themselves in the midst of what came to be known as the Great Depression.

The focus of *argumentative texts* is on relations between concepts. Argumentation may be overt, as in a letter-to-the-editor, or covert, as in subtle forms of propaganda.

AIDS: WHY TALK ABOUT IT

This is a serious disease against which we do not, for the time being, have either a vaccine or an adequate therapy. **But there is no risk of being exposed to the AIDS virus for all those people who follow the simple health and hygiene rules suggested in this leaflet.**

WHAT DOES THIS MEAN

AIDS is the acronym of the name attributed by American doctors to this disease—Acquired Immune Deficiency Syndrome.

WHAT IS IT

It is a disease caused by an HIV virus (Human Immunodeficiency Virus). This virus is responsible for the failure of the defenses of our body against other diseases. As a consequence, many other viruses, bacteria and infectious agents take advantage of this situation to multiply and cause serious and repeated disease symptoms.

There are many diseases caused by other viruses (influenza, B-hepatitis, etc.), but these are less frightening either because we now have specific cures or because vaccines are available.

HOW IT IS TRANSMITTED

The virus is transmitted from an infected person to a person who is not infected only:

- by the contact of infected blood with other blood
- by the contact of infected seminal fluid with blood
- by the contact of infected vaginal secretions with blood
- by sexual intercourse in general (only between an infected person and one who is not) **through the mucous membranes of the sexual organs.**

IT AFFECTS EVERYBODY, INDISCRIMINATELY!

Anybody who has intercourse without using a condom **with partners whose health status is not known** risks the possibility of coming into contact with the virus responsible for AIDS.

AIDS: PERCHÉ PARLARNE

Perché si tratta di una malattia grave contro la quale non disponiamo ancora né di un vaccino né di una terapia adeguata.

Tuttavia per chi segue le elementari norme igieniche e sanitarie elencate in questo stampato scompare il rischio di venire a contatto con il virus dell'AIDS.

COSA SIGNIFICA

È la sigla corrispondente al nome attribuito dai medici americani a questa malattia (Acquired Immune Deficiency Syndrome – AIDS – Sindrome da Immuno-Deficienza Acquisita).

CHE COS'È

È una malattia causata da un virus HIV (Human Immunodeficiency Virus). Questo virus è responsabile della caduta della difesa dell'organismo nei confronti di altre malattie. Come conseguenza, molti altri virus, batteri e agenti infettivi ne approfittano per moltiplicarsi dando luogo a gravi e ripetuti stati di malattia.

Esistono molte malattie causate da altri virus (influenza, epatite B, ecc.), ma queste malattie spaventano meno o perché si conoscono le cure specifiche o perché sono disponibili i vaccini.

COME SI TRASMETTE

Il virus si trasmette da persona infetta a persona non infetta, esclusivamente:

- *dal contatto di sangue infetto con altro sangue*
- *da liquido seminale infetto a contatto con sangue*
- *da secrezioni vaginali infette a contatto con sangue*
- *nei rapporti sessuali in generale (sempre tra una persona infetta e una no) attraverso le mucose degli organi sessuali.*

RIGUARDA TUTTI, INDISCRIMINATAMENTE!

Chiunque abbia rapporti sessuali, non protetti dall'uso del preservativo, con persone di cui ignori la condizione sanitaria si espone alla possibilità di venire a contatto con il virus responsabile dell'AIDS.

The focus of *instructive texts* is on the future behaviour of either the addresser or the addressee.

Whatever your savings objectives may be...

saving for retirement

upcoming expenses

a special purchase or

your family's security,

First Chicago has the savings plan to meet your individual needs.

From the beauty of Rome to the unparalleled romance of Venice – you can enjoy this and more when you travel to Italy with British Rail International.

We'll take you by rail and sea to Calais and onwards by overnight direct train, every day, to Milan, where you can change.

An instructive text may sometimes offer an option, as in the case of advertisements, or no option, as in binding legal documents like treaties or agreements:

Disclosure of Credit Terms

Your acceptance and use of the credit card shall be deemed to constitute your acceptance of all of the terms and conditions of the following agreement:

1. Upon receipt of your monthly billing statement, you will pay to American Airlines, Inc. either (1) the entire outstanding balance of your Account or (2) an installment equal to the sum of the accrued **FINANCE CHARGE** plus 1/18 of the total amount owed for purchases as of the billing date for the billing period in which a purchase was charged to your Account (but not less than \$20 or the entire balance if less). You also agree to pay a **FINANCE CHARGE** in an amount not in excess of that permitted by applicable law determined as follows:
 - (a) **FINANCE CHARGE** is calculated using the Average Daily Balance method from the date of each purchase. To arrive at the Average Daily Balance, American totals the daily principal balances for each day in the Billing Period after adding all Charges and Purchases and subtracting all Payments and Credits as they are received by American, and dividing the total by the number of days in the Billing Period. **FINANCE CHARGE** is calculated on the Billing Date by multiplying the Average Daily Balance by the applicable Daily Periodic Rate and multiplying the result by the number of days in the Billing Period. (In states of Maine, Massachusetts, Minnesota, Mississippi, Nebraska, New Mexico and Rhode Island, purchases made in the current Billing Period are excluded from the daily balance.) No **FINANCE CHARGE** will be assessed for a Billing Period when credits and payments equal or exceed the balance at the beginning of the billing period or when there is no balance at the beginning of that Billing Period. Effective January 1, 1983, the periodic rate applicable to the Unpaid Balance depends upon the cardholder's state of residence and is shown in the table below.
 - (b) Payments and Credits are applied to **FINANCE CHARGE**, Unpaid Balance and new Purchases or Charges, in that order.



- (c) This application was printed October 31, 1989. The APR, ANNUAL FEE, FINANCE CHARGE, and grace period information described on this application is accurate as of that date, and is subject to change after that date. Questions regarding this information may be addressed to American Airlines Credit Card, Customer Service, P.O. Box 582860, MD 782, Tulsa, OK 74158-2860.

ANNUAL FEE-NONE			GRACE PERIOD—No FINANCE CHARGE is assessed if the New Balance is paid in full within 25 days after the date of the statement.		
Cardholder Place of Residence	Monthly Periodic Rate	ANNUAL PERCENTAGE RATE	Cardholder Place of Residence	Monthly Periodic Rate	ANNUAL PERCENTAGE RATE
AR	5% of 1%	10%	CA, KS, SC, TX	1.5% to \$1,000	18%
CT, PA	1.25%	15%	MD, MS, NJ, WV	1% over \$1,000	12%
FL	1.41%	17%		1.5% to \$700	18%
NY	1.5% to \$500	18%	MI	1% over \$700	12%
	1% over \$500	12%	CO, GA, ID, IN, NH,	1.7%	20.4%
IA, NE, NM, VT	1.5% to \$500	18%	OK, UT, WY	1.75%	21%
	1.25% over \$500	15%	AZ, DE, IL, NV	1.8%	21.6%
AK	1.5% to \$1,000	18%	All other States of Residence	1.5%	18%
	78% over \$1,000	10.5%			

Recognising the dominant contextual focus of the ST is at times crucial to understanding how a text's surface function is being manipulated by the author through the use of language. An obvious example is the covert argumentative text which superficially resembles a straightforward expository text but whose evaluative language signals the author's value judgements. The decision as to the dominant focus will depend on which language markers prevail. An appropriate translation will not only convey the more subtle uses of language but also any shifts in contextual focus.

Inferring the function of what is said or written is essential for the creation and reception of coherent discourse and for successful communication and translation. The translator is, therefore, faced with the task of interpreting the intentions that the SL writer wishes to communicate and of matching them up with the linguistic features of the TL that will achieve the same functional effect in the TT. To be able to do this the translator needs to be aware not only of the characteristics of the various discourse genres in the two languages but also of how language forms and communicative functions interact within and between languages.

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CHAPTER 3

Context and Culture

3.1. Context, Co-text and Context of Situation

3.2. Context of Culture

3.3. Context of Situation

3.4. Register

3.5. Dialect