TRANSLATION STRATEGIES FOR ACHIEVING EQUIVALENCE

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ABSTARCT

Translation is ultimately a human activity which enables human beings to exchange ideas and thoughts regardless of the different tongues used. Newmark views the phenomenon of translation as a legitimate offspring of the phenomenon of language, since originally, when humans spread over the earth, their languages differed and they needed a means through which people speaking a certain language would interact with others who spoke a different language. Therefore, translation is a science, an art, and a skill [3, 20]. It is a science in the sense that it necessitates complete knowledge of the structure and make-up of the two languages concerned. It is an art since it requires artistic talent to reconstruct the original text in the form of a product that is presentable to the reader who is not supposed to be familiar with the original. It is also a skill because it entails the ability to smooth over any difficulty in the translation, and the ability to provide the translation of something that has no equal in the target language. There are many different translation strategies, most of which are based on equivalence. The concept of equivalence is a central and controversial issue in translation. It has been studied by various theorists (cf. Jakobson 1959, Catford 1965, House 1977, Nida and Taber 1982, Newmark 1988, Vinay and Darbelnet 1995 and Baker 1992). Since the introduction of semantic and communicative translation theories by Newmark (1988; 1991), there have been various studies on them. Some studies compare them; others analyze them in some specific literature texts or in the translation of news reports.

Basnett distinguishes four types of translation equivalence:
 - Linguistic equivalence, where there is homogeneity on the linguistic level of both Source Language and Target Language texts, i.e word for word translation.
 - Paradigmatic equivalence, where there is equivalence of the elements of a paradigmatic expressive axis", i.e elements of grammar.

- Stylistic (translational) equivalence, where there is functional equivalence of elements in both original and translation aiming at an expressive identity with an invariant of identical meaning.
- Textual (syntagmatic) equivalence, where there is equivalence of the syntagmatic structuring of a text, i.e equivalence of form and shape. [2,3,2]

Vinay and Darbelnet and their definition of equivalence in translation. Vinay and Darbelnet view equivalence-oriented translation as a procedure which 'replicates the same situation as in the original, whilst using completely different wording'. They also suggest that, if this procedure is applied during the translation process, it can maintain the stylistic impact of the SL text in the TL text. According to them, equivalence is therefore the ideal method when the translator has to deal with proverbs, idioms, clichés, nominal or adjectival phrases and the onomatopoeia of animal sounds. With regard to equivalent expressions between language pairs, Vinay and Darbelnet claim that they are acceptable as long as they are listed in a bilingual dictionary as 'full equivalents'. [5, 18]. However, later they note that glossaries and collections of idiomatic expressions 'can never be exhaustive'. They conclude by saying that 'the need for creating equivalences arises from the situation, and it is in the situation of the SL text that translators have to look for a solution'. Indeed, they argue that even if the semantic equivalent of an expression in the SL text is quoted in a dictionary or a glossary, it is not enough, and it does not guarantee a successful translation. They provide a number of examples to prove their theory, and the following expression appears in their list: 'Take one' is a fixed expression which would have as an equivalent French translation Prenez-en un. However, if the expression appeared as a notice next to a basket of free samples in a large store, the translator would have to look for an equivalent term in a similar situation and use the expression Échantillon gratuit (free sample).

Equivalence refers to a strategy to describe the same situation by 'using completely different stylistic or structural methods' for producing 'equivalent texts'.

eg. You spend money like water – [lit. 'spend money like earth'] ты выкидываешь деньги на ветер

eg. They are as different as chalk and cheese. – [lit. 'They are as different as sky and earth.'] они как небо и земля

eg. He was like a cat on hot bricks before the exam. – [lit. 'Before the exam he was like an ant on a hot pan.'] сидеть, как на иголках.

Equivalence is not only useful but also necessary in translating idioms and proverbs. This strategy is viewed as a type of modulation and 'a linguistic sub-discipline of pragmatics' [1,152], which is concerned with the use of language in different cultures. For example, in Chinese 'east wind' means the wind in spring, while England is located in the west hemisphere, so that it must be changed into 'west wind' for foretelling that spring is coming. One country's history and culture affect the language used in this country very much.

Jakobson and the concept of equivalence in difference. Roman Jakobson's study of equivalence gave new impetus to the theoretical analysis of translation since he introduced the notion of 'equivalence in difference'. On the basis of his semiotic approach to language and his aphorism 'there is no signatum without signum', he suggests three kinds of translation:

Intralingual (within one language, i.e. rewording or paraphrase)

Interlingual (between two languages)

Intersemiotic (between sign systems) [3, 232]

Jakobson claims that, in the case of interlingual translation, the translator makes use of synonyms in order to get the ST message across. This means that in interlingual translations there is no full equivalence between code units. According to his theory, 'translation involves two equivalent messages in two different codes'. Jakobson goes on to say that from a grammatical point of view languages may differ from one another to a greater or lesser degree, but this does not mean that a translation cannot be possible, in other words, that the translator may face the problem of not finding a translation equivalent. He acknowledges that 'whenever there is deficiency, terminology may be qualified and amplified by loanwords or loan-translations, neologisms or semantic shifts, and finally, by circumlocutions'. Jakobson provides a number of examples by comparing English and Russian language structures and explains that in such cases where there is no a literal equivalent for a particular ST word or sentence, then it is up to the translator to choose the most suitable way to render it in the TT. There seems to be some similarity between Vinay and Darbelnet's theory of translation procedures and Jakobson's theory of translation. Both theories stress the fact that, whenever a linguistic approach is no longer suitable to carry out a translation, the translator can rely on other procedures such as loan-translations, neologisms and the like.

Both theories recognize the limitations of a linguistic theory and argue that a translation can never be impossible since there are several methods that the translator can choose. The role of the translator as the person who decides how to carry out the translation is emphasized in both theories. Both Vinay and Darbelnet as well as Jakobson conceive the translation task as something which can always be carried out from one language to another, regardless of the cultural or grammatical differences between source text and target-language text.

Used Literature:

1. Armstrong, N. (2005). Translation, Linguistics, Culture: A French-English Handbook. Clevedon: Multilingual Matters.

2. Bassnett, Susan, Translation Studies, 3rd Ed - (Routledge) 2002

3. Jakobson, R. (1959). 'On linguistic aspects of translation', The Translation Studies Reader. New York: Routledge, pp. 113-118.

4. Newmark, P. (1981). Approaches to Translation. Oxford and New York: Pergamon.

5. Vinay, J.P. and Darbelnet. (1995). Comparative Stylistics of French and English: A methodology for Translation. Translated and edited by J.C. Sager and M.J. Hamel (1995) Amsterdam and Philadelphia, PA: John Benjamins.