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**Translation Strategies and Cross-Cultural Constraints:
A case study of the Translation of Advertising Texts**

Beverly Adab

Doctor of Philosophy

The University of Aston in Birmingham

November 1997

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SUMMARY: Since the transfer of a message between two cultures very frequently takes place through the medium of a written text qua communicative event, it would seem useful to attempt to ascertain whether there is any kind of pattern in the use of strategies for the effective interlingual transfer of this message. Awareness of potentially successful strategies, within the constraints of context, text type, intended TL function and TL reader profile will enhance quality and cost-effectiveness (time, effort, financial costs) in the production of the target text.

Through contrastive analysis of pairs of advertising texts, SL and TL, French and English, this study will attempt to identify the nature of some recurring choices made by different translators in the attempt to recreate ST information in the TL in such a manner as to reproduce as closely as possible the informative, persuasive and affective functions of the text as advertising material. Whilst recurrence may be seen to be significant in terms of illustrating tendencies with regard to the solution of problems of translation, this would not necessarily be taken as confirmation of the existence of pre-determined or prescriptive rules. These tendencies could, however, be taken as a guide to potential solutions to certain kinds of context-bound and text-type specific problem.

Analysis of translated text-pairs taken from the field of advertising should produce examples of constraints posed by the need to select the content, tone and form of the Target Text, in order to ensure maximum efficacy of persuasive effect and to ensure the desired outcome, as determined by the Source Text function. When evaluating the success of a translated advertising text, constraints could be defined in terms of the culture-specific references or assumptions on which a Source Text may build in order to achieve its intended communicative function within the target community. The study will identify some examples of patterned intersystemic transfer and will also focus on the interpretation of sign function and meaning in the creation of a source-text induced target language text, with regard to the possibility of intersystemic constancy of sign-function through the selection of appropriate translation strategies. Identification of assumptions of shared cultural experience and values should also permit analysis of the specific use, in the SL, of linguistic techniques used to create emotive effect or convey factual information based on these assumptions. This would lead to the question of the transferability of these assumptions as a basis for the creation of the intended impact in the TL.

Key words: Translation Problems, Translation Patterns, Meaning Shifts, Advertising, Intercultural Communication, Semiotics, Sign-Function, Text-type, Text-function

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All errors and inadequacies remain the author's responsibility.

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Introduction

The purpose of this study

It is the purpose of this thesis to explore certain hypotheses in relation to the translation of advertising texts. To do this it will be necessary to describe some of the mechanisms by which this particular communicative act is achieved, through descriptive analysis of the product of the communicative act in the translation situation. This communicative act involves the formulation and presentation, in language signs, of an advertising message intended to have a specific impact on the target reader. An additional characteristic of this message, to be studied in this thesis, is the fact that the target text has been produced as a result of stimulus provided by the existence of a text in a different, source language and intended for a reader in a different, source culture. In the field of advertising it could be said that source and target texts will normally have the same function in relation to the intended reader of each; this is certainly the case for texts studied in this corpus.

The hypotheses to be explored in this thesis include the contentions that:

* In the context of translation studies as an interdisciplinary field of research, the kind of approach most likely to generate the production of a target text which will achieve its intended purpose, in the target culture and for the target reader, is one which draws on relevant theoretical concepts from different approaches to translation and does not rely on the claimed autonomy of any individual framework offered by one single approach. It is also the contention of this thesis that it is possible, through descriptive analysis of the target text as product of a series of translation processes, or transfer strategies, to show the relevance of using different theoretical concepts as determining criteria for choices of TL units at the stages of transfer and of TT production.

* In the case of advertising, it is possible to use a source (advertising) message as the basis for a successful act of intercultural communication. The success of this communicative act is dependent, in part, on the existence of a kind of supra-cultural set of values and the intercultural recognition of certain myths, arising from a

contemporary business culture which has been the object of active or passive globalisation, creating a global culture of values and myths.

*Through the study of theories of translation it is possible to identify a range of strategy types which could prove to be useful for the production of effective advertising texts, in terms of intended target culture function, where effectiveness is to be defined in terms of estimated impact on the target reader. Empirical study of target texts, compared and contrasted with the source text on which each is based, can lead to the description of strategies used and permit a degree of evaluation, albeit subjective, on the part of the analyst, as to the success of each strategy in terms of intended text function and potential impact on the target addressee, according to parameters of textual features at the levels of macro- and micro-structures. This descriptive analysis should also make it possible to identify the overall approach adopted by each translator and thereby to argue in favour of, or against, the hypothesis that the best approach to target text production for this particular text type is one which will be broadly functional yet eclectic.

In order to test these hypotheses, this study will focus on written texts which do not rely on images for impact or contributory effect, communicating the message through the sole medium of the written sign. Descriptive analysis through contrast and comparison between source and target texts will allow us to determine which strategies for interlingual message transfer can be considered more, or less, successful in this context.

It could be argued that these hypotheses have been proposed and tested by other scholars, but this is not, to our knowledge, the case for the specific text type studied here. The importance of being able to predict a potentially successful global approach to the translation of advertising texts and an awareness of previously successful strategies lies in both the possibility offered for a greater insight into the processes of translation and for more effective, thus financially rewarding, target text production for advertising. The main reservation to be borne in mind is the inescapable subjective element of evaluation on the part of the analyst, whose expertise in the matter is based on native speaker competence as reader of both SL and TL texts, together with an

understanding of the different theories from which criteria for strategy description have been drawn. Both of these enable the analyst to estimate the probable impact on the target addressee in terms of intended text function. This subjective element should not be viewed as detrimental to the overall value of the study, provided evaluative judgements are seen as precisely this and that such judgements are deemed to be sufficiently reliable for the purpose of the study. It could be argued that producers of advertising texts have not yet devised a fail-safe method of evaluation of the global effectiveness of a text, despite having developed methods for testing different aspects of addressee reaction, all responses to these still being subject to speculation on the part of the assessors,¹ so that this could be one more such method, contributing to the overall process of understanding how an advertising text works. The difference is that this method focuses solely on how written signs are used, without reference to images, other brand competitors, market share, pricing or other non-linguistic variables of the promotion exercise.

In order to develop the framework for analysis of these texts and confirm or deny the hypotheses, it is necessary to discuss the different factors which could be expected to contribute to this claim for the relevance of an eclectic and comprehensive approach to the translation of advertising texts, and of the claim for the existence of a global culture of values and myths in the world of advertising. For this reason, different approaches to translation will be presented and discussed in Chapter One, Translation; in Chapter Two, Advertising, fundamental concepts relating to the purpose and function of the advertising text will be examined; and in Chapter Three, Semiotics, the relevance of semiotics, as the study of the sign-meaning relationship, will be discussed with reference to the specific combination of the preceding two disciplines in the context of this study, that is, the Translation of Advertising.

Since this study is concerned with language signs in the written communicative event, it is useful to begin with a brief discussion of the communicative function of language within its culture system and cultural environment. For this purpose, the concept of culture will be defined according to its use in this study, followed by discussion of: language as a means of intracultural communication; translation as intercultural

communication; advertising as intercultural communication. Finally, there will be a justification of the importance of studying the translation of advertising in order to understand more about these two latter forms of communication where they meet and interact to create a clearly defined communicative event.

The Concept of Culture

In the context of this study, the term *culture* (as in source culture, target culture) will be taken to refer to the wider socio-linguistic community for whom a specific language (in this case, British English or French of mainland France) is the mother tongue. For this study, the two cultures in question are thus to be also identified in terms of nation status (Britain and France), since the texts used are taken from British sources and from sources in mainland France, not from any other societies, national or regional, for whom these two languages may also serve as relevant mother tongues. These two cultural communities can be identified by means of world knowledge, based on conventions, customs, institutions for social organisation, rituals and values, and by means of a language system, held in common by all members of the community.

In support of this interpretation of the term *culture*, it is helpful to consult Nord (1997), who offers a definition of culture which comes from the American ethnologist, Goodenough, via Göhring and Vermeer: ²

“...a society’s culture consists of whatever it is one has to know or believe in order to operate in a manner acceptable to its members and do so in any role that they accept for any one of themselves.

Culture.....is not a material phenomenon; it does not consist of things, people, behaviour or emotions. It is rather an organisation of these things. It is the forms of things that people have in mind, their models for perceiving, relating and otherwise interpreting them.
(Goodenough 1964)

According to Nord, “Göhring stresses that in intercultural encounters, the individual is free either to conform to the behaviour patterns accepted in the other culture or to bear the consequences of behaviour that is contrary to cultural expectations.”³ Whilst Nord

asserts that language area and culture cannot be equated with each other. she offers a definition proposed by Agar,⁴ namely “*languaculture*”, to describe a cultural system where the “interdependence” of language and culture serve as defining parameters for the identification of a group. A focus on the differences in behaviour, or “rich points”, between different groups serves as a further means of identification of points where conflicts arise between different groups or systems, or where communication breaks down. This, for Nord, points to the need for the translator to be “very aware of the rich points relevant to a particular translation task”.

This study will therefore focus on translation, more specifically, the translation of advertising, as an intercultural, as well as interlinguistic, form of communication and try to identify ways in which this communication may break down between the two cultures in question. A further aim will be to seek to identify the strategies adopted by the translator in the case of problems arising from linguistic and cultural differences, in order to ensure that communication is nevertheless successful. Finally, an attempt will be made to evaluate the relative success of each communicative event on the basis of the (perceived) potential overall impact of this specific form of message on the target reader, since the dominant function of the advertising message is that it is intended to have some form of effect on the addressee. Advertising is, in fact, one form of communication where it is possible to identify quite clearly the dominant intention of the text producer, although in relation to individual units of the message, one has to accept Vermeer’s contention that the intentionality of a message, or sub-unit of the message, is dependent on being seen by an addressee to be intentional, but this perceived intention may sometimes differ from that of the text producer.⁵

Language and Communication

The concept of *language* is understood to describe the ability to formulate mentally and express to other members of the same species, by means of sound or written sign, not only designative but also associative and connotative concepts. In the case of the written sign, the most important features of this means of communication are firstly, the relative *arbitrariness* (see Chapter One, Translation, Saussure) of any link between the written sign (in itself, a graphic representation of the phonemic, or spoken,

representation of the designatum) and the concept it is intended to designate; and secondly, its *social institutionalisation*.. Were it not for the existence of consensus on accepted values or designations within a socio-linguistic community, language would be unable to fulfil its main function, that of communication. Moreover, in any act of communication, the participants expect that there is an intention to communicate a message, together with an expectation of such a message; also integral to the communicative process is the belief that the participants share a form of expression which will enable each to receive and transmit messages in a mutually accessible form and a determination to discover this message. This shared code, or language system, will permit optimum levels of mutual comprehension in the synchronic state; temporal distance may introduce into the system variants which could reduce the efficacy of communication.

Arbitrariness could be described as the first of the two principal characteristics of language, as a medium of communication, since the initial decision as to which phonemes or graphemes should represent which object or concept may well have been without direct phonemic, visual or other foundation. Even if such foundation had existed, the passage of time and the natural dynamics of language may well have transformed the phonemes or their written representation to such an extent that the original link may now be obscure to those not engaged in the precise study of diachronic or historical linguistics. The second characteristic, *social institutionalisation*, enables communication between people sharing competence in a common linguistic background; it further gives these language users power over their environment, since the ability to give a name to an object or a concept is essential for the purpose of a clearly defined act of communication with a specific message. Hall describes culture as being about “shared meanings”, asserting that language is the “privileged medium in which meaning is produced and exchanged”.⁶ As a result language is central to meaning and culture, functioning as the primary mechanism for the storage and recall of cultural values and meanings as used in that culture. Language allows the user to construct meanings because of its representational nature, using signs and symbols to represent ideas, thoughts, emotions, needs, to store and re-articulate these to the self or to an external addressee.

Language is thus seen to be an integral feature of the very environment in which it has to function. Its environment is the realm of human activity and more specifically, that of human communication, *within* a given grouping, or socio-linguistic community, and also *between* such communities. These communities are traditionally defined in terms of shared historical tradition and perhaps more importantly, geographical location, where natural geographical features once formed the spatial borders of a community. Modern migratory movements towards more industrialised countries have, to some extent, blurred the traditional definitions of membership of a community qua cultural unit, so that the peoples resident in these countries are often of heterogeneous national and ethnic origins, who might be said to share certain cultural values by means of linguistic competence in common, whilst also belonging to other cultural groups by virtue of these ethnic origins or through categorisation according to consumer-oriented habits of product-use.

Translation and Intercultural Communication

It will be argued in this thesis that the study of interlingual communication encompasses a wide range of interrelated disciplines, each of which will be integral to the whole. One language-based discipline which draws many of these interdisciplinary aspects together, whilst imposing on its practitioner the need to be aware of various and varying contributing factors, is that of translation. Translation requires the translator to function in different but complementary roles, as a member of each socio-linguistic community whose languages are in contact for the purpose of transfer of a message. However, this discipline also requires of its operator, the translator, the ability to take an overview of the two language systems, to be aware of the (comparative and contrastive) systemic as well as cultural differences, not only of the similarities; also to be aware of the social codes, the history and traditions, the conceptual differences and cultural enactment of these conceptual differences, which link and yet distance the two communities. Being able to operate in these discrete roles is an essential competence without which the translator runs the risk of not succeeding in the aim of the process, which is to produce a text to serve a useful and predetermined function for its target reader. It is expected, in the case of advertising

texts, that the intended text function and impact, with regard to the target culture language addressee, will be required to be as close as possible, in the judgement of the translator as expert mediator, to that experienced by the addressee of the original L1 text.

The process of translation makes demands, therefore, on the socio-cultural and language competence of the translator for each language in contact, so that he can make decisions regarding sign-function in L1 as well as in relation to the acceptability of those L2 signs chosen to recreate these sign-functions as part of a global message. He needs to be able to identify what constitutes necessary socio-cultural information and linguistic competence, in order to determine those factors which will affect his ability to interpret an L1 message in the same manner as that of a typical L1 native-speaker from the target audience, and the transmission of this message in the appropriate L2 forms for clearly designated TL addressees..

The translator is thus required to recognise the needs of the TL addressee. However, it may be that he is not able to access all of the SL message, as a result of inadequate linguistic or socio-cultural competence in the SLC, which may be a second, third or subsequent culture for the translator, not necessarily his first. The Sapir-Whorf hypothesis states that language not only responds to communicative needs: it also shapes the ability to communicate and what can be communicated. Sapir (1949) asserts that the "real world is to a large extent unconsciously built up on the language habits of the group. No two languages are even sufficiently similar to be considered as representing the same social reality." Whorf (1956) states that different world-views result from the way in which different linguistic patterns influence the individual's perception of reality, especially of space and time, so that 'we dissect nature along lines laid down by our native language'. This is sometimes taken as an explanation of why it can be difficult for the non-native speaker to come to a full understanding of the symbolic depths of a foreign language and the messages it is used to formulate.

This hypothesis is partially anticipated in the view of Humboldt (1822) that "language is the true or the only verifiable a priori framework of cognition. Perception is

organised by the imposition of the framework on the total flux of sensations". Von Humboldt saw language as an expression of the culture and of the individuality of the speaker.⁷ Thus, says Steiner, "language becomes the defining pivot of man and the determinant of his place in reality". This belief also, for Steiner, accounts for the way perceptions of the world can and do differ according to the language spoken by the person doing the perceiving;⁸ it is further supported by Cassirer, Weisberger and Trier.⁹

Conversely, this view has also been rejected as too narrow and inflexible, since it does not appear to take into account the capacity of most natural languages to evolve and extend the range of signs to deal with changing circumstances. Due to various intra- and extra-language community factors, some languages will be more flexible, more open to change and development than others. It could also be argued that thoughts are abstract formulations or conceptualisations of observed or perceived phenomena, which can only be stored in the human brain for future reference or recall through the medium of language signs. At a time when the human infant is incapable of abstraction of concepts, any thoughts may have an immediate emotive or sense-related nature. For the developing and adult human being, exposed to complex new or recurrent phenomena, there has to be some frame of reference by means of which such phenomena can be recorded in the memory, for later reference, by means of whatever linguistic signs which are available to the individual. He may decide to relate the new experience or concept as akin to something already known or, perhaps, as a composite of familiar concepts; he may well have to invent a new sign to label this new concept. But his ability to do all of this will be affected to a degree by the limits set on his powers of expression by his particular language system and its network of relationships which regulate what can be formulated and how signs can be combined to achieve this. To this extent, language could be said to shape perceptions of the world; new experiences which do not already have a label in the language of habitual use (usually but not always the mother tongue) may be difficult to comprehend, rationalise and relate to previous experiences, other than through analogy with and deduction from recognisable features having some element of familiarity.

Discussions on this raise questions of the circumstances in which this hypothesis might be valid, less so in relation to colours, which was one traditional focus in the work of Berlin and Kay¹⁰, but more recently with reference to perceptions of spatial location and how these are expressed in, for example both an Australian Aboriginal language and a Mexican language, Tzeltal. The objection here is also that it is difficult to know whether language causes such perceptions or reflects these, with the added rider that it would be interesting to see if the effects remain once the speaker has been removed from the immediate environment in which such constraints operate. The translator could argue that, were this hypothesis to be valid, a translator would need to put on or shake off all behaviour models associated with each language and its relevant cultural community as he moves from one to the other in his role as representative reader of both SL and TL, and as text producer of the TL. Perhaps it is not unreasonable to ask the translator to behave as though this were a valid hypothesis, in order better for him to optimise his performance as a member of each language community.

Steiner¹¹ describes the different ways of organising reality, as discussed by Humboldt, Sapir and Whorf, as different “mappings of reality”. Translation is one form of remapping reality, a process of semiosis or sign interpretation (see Chapter Three, Semiotics) through intercultural message transfer. Since different socio-cultural groups often use different language systems for intra-group communication, any intercultural transfer of a message could be expected to involve interlingual sign interpretation, this being one of the forms of translation (process) described by Jakobson (see Chapter Two, Translation). The term “map” in relation to conceptual representation was also used two years before Steiner by Holmes, when, in reference to the translation of literary works, he asserted that:

All translations are maps, the territories are the originals. And just as no single map of a territory is suitable for every purpose, so is there no ‘definitive’ translation of a poem¹²

This geographical metaphor is particularly appropriate for this discussion, as it contains within it implications of representation of physical reality through mental

conceptualisation. The question of how the use of metaphor determines and guides linguistic expression will be discussed in Chapter One, since this relates to the need for the text addressee to differentiate between what Searle describes as *word or sentence meaning*, that is, the meaning which is most likely to be attached to individual language signs by the addressee, and *utterance meaning*, that meaning intended by the speaker, which may have to be interpreted by the addressee on either the literal or the metaphorical level.¹³ The important role of metaphor in the construction of the advertising message will also be discussed in Chapter One.

Advertising as a form of Intercultural Communication

In the contemporary environment of the global market, the practice of targeting new consumers will sometimes involve the reformulation of a source-language advertising message in many different languages. Advertising material can be produced according to a product mission or list of specifications; however, for the global market such material is very frequently and sometimes misguidedly subjected to a process of interlingual sign interpretation at the level of correspondences of form, without due consideration of the mapping, or potential range of mappings, of intracultural reality which the signs are intended to create for the SL addressee. If the Sapir Whorf hypothesis were to be regarded as fundamentally sound, in the case of advertising it could be argued that, to paraphrase Holmes, no single map of an advertisement can be suitable for every target community, although it can reasonably be assumed that the “given purpose” or function of the translated advertising text is the same as that of the Source Text from which it has been produced, namely that of promoting or selling a product or service. In the target community, the advertising text is intended to become a sign for the product, just as the product functions as a sign for a particular life-style (see Chapter One, Advertising). The text as macro-sign is in itself composed of micro-units or signs, each of which has been selected to contribute to the overall desired impact of the text qua sign on the text user, with a specific desired behavioural outcome resulting from this. The way in which this impact is created will vary from one community to another, depending on the language system used by that community and the world-view shared by its members, including socio-cultural values, traditions and taboos.

In the context of intercultural communication, the field of international advertising should prove a fruitful ground for the exploration, analysis and potential exemplification of effective strategies for (interlingual) message transfer. Advertising is based on the ability to create the desire to respond to a perceived need, whilst convincing the receiver of the superiority of the product offered over other similar products. The human race in its entirety experiences certain universal basic needs, those of nourishment, shelter, clothing, and of emotional interaction with others. All over the world, people are also open to persuasion with regard to their relative need for other, non-essential items, according to their socio-economic status and to the general standard of living in the country in which they are resident. Thus, it could be argued, the international marketing and advertising of a given product might only be expected to be successful in those countries which share similar socio-economic status, at the same stage of development, with similar expectations and a broadly similar range of perceived values.

Others might argue that such success will ensue from the accurate and effective creation of the perception of a new need through carefully targeted marketing strategies. Even so, given the probability, as established above, that these values will differ in varying degrees, even between countries who are geographically, traditionally and even linguistically contiguous (i.e., belonging to the same language family or sub-family, such as the Germanic or Romances languages of the Indo-European family) there remains the problem of which values to target, and, even more essentially, how to target these values, once identified.

Translation and Advertising

In the process of the interlingual translation of advertising, it would therefore appear desirable, from the perspective of cost-effectiveness as much as for communicative success, to optimise the potential impact of a message, in terms of intended addressee interpretation and reaction. An understanding of how this can be achieved may be reached through an empirical study of strategies adopted in translation performance. Within the framework of such empirical studies, the study of how sign function can

lead to a particular mode of interpretation of an advertising message will also be of relevance. Marketing experts would seek to account for socio-cultural factors such as age, education, social class and professional activity when determining the target group. Different socio-linguistic communities may share certain fundamental views on values or taboos; this may be due to geographical proximity, shared historical origins or other forms of affinity (ideological, political, linguistic, commercial). Some values may thus be shared by many nations, although the precise local definition of each may vary. For example, in societies where it is important for the first-born to be male, selective abortion of a female foetus is tolerated, sometimes not just condoned but actively promoted by individual members of that society. Attitudes to relationships between the sexes can also be subject to different taboos depending on the values of the immediate social or ethnic community. However, just as language evolves to meet changing or growing needs to communicate, so too does the social code change, to keep pace with social developments (this is especially true in first world countries over the past four decades), so that it would seem logical to state that social codes may vary over time as much as will the languages of the communities which these codes regulate. It is very often the case that the greater the spatial distance between two communities, the greater will be the differences between their language systems and social codes, as for example between the Western world in general and societies on the Asian continent, or even, more specifically but perhaps less radically, between different cultures which apparently share the same language (the UK, the USA, Australia, Canada). Of course, values and codes also differ within a given socio-linguistic culture, according to sub-cultures, which is why the advertising text must be constructed on the basis of the specific target group to which it is addressed.

Any given language is a communicative system (see Chapter Two, Saussure) which places constraints on the potential for interaction of the various elements of the system. So too a social code is a standardised means of regulating behaviour, a system whose function is to ensure maximum tolerance of the needs of the individual whilst protecting the needs of the group. The complex nature of this system often only becomes evident when there is a need to compare or contrast strategies for meaning representation using signs from two or more such systems.

For the purpose of this study, it will be assumed that the fundamental characteristics of the target group profile remain constant across language communities and so this will not be a parameter for consideration. The question of sign-function will focus on and be evaluated within the set of systemic relations governing to the use of signs at a given period or time in each language in contact, this time being the contemporary era of the study. It is the purpose of this study to seek insights into how by judicious selection of signs from a second (and different) language system to that of the Source Text, the translator can attempt to create, by means of the target text, a pre-determined impact on the target language sign-receiver. An attempt will be made to evaluate how effective certain translation strategies are in the creation of a similar level of impact through the production of a target text in L2 which has been induced by the existence of a source text in L1.

Language is *the* communicative tool of the advertiser, since language is the vehicle of thought, perception, desire, and intention to act. The concepts of a language can be expressed phonemically, through the spoken word; also visually, through images and symbols, which include pictures, designs, and graphic forms (written signs composed of individual elements of the alphabet or script). Advertising uses all of these means of representation, either in combination or separately, to communicate its message of product presentation and differentiation, leading to persuasion to adopt a particular form of behaviour (purchase and acquisition). Some advertisements rely on a single concept and seek to promote this concept primarily through the audio-visual medium of television, or through the visual medium of the printed image. Some combine image and text, with differing degrees of emphasis on one or other element. For the purpose of this study, which is concerned with the use of language, it has been decided to limit observation and analysis to advertising messages formulated through the primary medium of the written text, without supporting images or typographical conventions to support or enhance (written) sign-function.

Questions to be addressed through analysis will include: how a given advertisement qua text (L1, L2, L3...) can achieve the same perlocutionary effect in different socio-

linguistic communities; reflection on the role of the translator in this operation; the manner in which successful communication is achieved, based on the intended text function in the TL (assumed to be the same as that of the ST), despite differences in world knowledge and language systems between L1 and L2; and finally, the nature of the criteria pertaining to the development of an international advertising project by a multi-national company wishing to succeed in a global market, taking a single ST as the basis for the production of one or more target texts.

Underlying these questions is the assumption that multi-national companies are aware of all the considerations discussed above, and that they further recognise the importance of these in the context of a successful international advertising campaign. If this were the case, then two hypotheses present themselves as to the procedures which could be adopted by such companies in order to ensure the effective transfer of their intended message into different languages.

The first of these hypotheses would seem to be that the company produces an advertising text in the source language of the country of origin of that company (very often English) and then delegates the translation of this source text into a succession of target texts. Each linguistically discrete target text would be translated by a native speaker of that language, since such a person would be the best judge of how the target reader would interpret and react to a particular linguistic form of conceptualisation. This approach would be effective, provided that the conceptual and cultural content of the original text were not bound to the culture of origin to such an extent that it would be difficult, if not impossible, to transfer these concepts and linguistic devices. The success of this approach would also depend on the translator having a certain expertise in the field of marketing, or access to such expert advice, in order to enable him to adopt the most suitable linguistic and marketing devices which are likely to be well-received by the target community or sub-group, within the given norms of the text-type for the target language. The text pair approach may impose certain constraints on the translator in terms of TL choices, as he will most probably be required to produce a TT which is, for the ST text producer, identifiably based on and closely similar to the ST in terms of order of information sequencing, conceptual

formulation and underlying mythology of values; often for reasons of economy of production, a standardised format may also impose constraints at the level of length and complexity of individual signs or units of meaning.

Should the process of interlingual communication break down as a result of the culture-specificity of both conceptual and linguistic content, there exists another option, namely that of the production of parallel texts (in the advertising sense of two texts in different languages produced from a set of information, not necessarily from a source-text). Harris (1983) describes how the production of parallel texts is achieved in the bi-lingual environment of French-speaking Canada, where, according to Harris, “advertisements have to be adapted to suit the French-speaking environment”, through a process known as co-writing. To achieve this adaptation, the parent company produces a text containing the advertising mission for a campaign for a given product: this mission includes information, both technical and practical, about a product, together with a description of its qualities and associated attributes or effects, its target consumer profile and its unique selling point, intended to differentiate the product from similar ones offered by competitors. This may, of course, differ significantly from one target socio-linguistic group to another and may also rely on the knowledge of the cultural and competitor profile within that group or community. Research conducted according to current practices of *sémiométrie* - the research process used by leading opinion poll agencies in France, such as SOFRES (Société Française d'Enquêtes par Sondage), whereby consumers are interviewed to ascertain which values are commonly associated with what concepts prompts - may permit more efficient targeting of potential customers.

The source text might then be entrusted to an agency specialising in the adaptation of texts into different languages for the purpose of fulfilling the advertising mission. The texts produced in these different languages are not usually translations in the sense of Jakobson's interlingual process of sign-interpretation: they do not necessarily involve the transfer of all of the conceptual units of the source text, whether on the basis of sign for sign, text segment for text segment or functional unit for functional unit, in such a way as to recreate a message whose impact, textual criteria and structure can

be seen to correspond more or less to those of an existing source text. These adapted texts do however, seek to communicate the same fundamental message and create the same perlocutionary effect, but may adopt (often strikingly) different linguistic and conceptual strategies in order to do this. For example, in a third world country where the role of women is seen to be family-centred, there would be little point in stressing the value of a washing-machine in terms of giving the woman more time to pursue her own self-fulfilment. What would be suitable, however, would be to stress how much more time the woman would have to devote herself to the needs of the family, once she has been relieved of the chore of washing by hand. In terms of the linguistic forms used, a first-world country may well adopt the imperative form, to incite and encourage: whereas a less aggressive approach may succeed better in a country not accustomed to the overt, "hard-sell" approach, for example, the use of a negative question to suggest benefit, which also targets the perceived controller of household expenditure, namely the male bread-winner ("wouldn't you prefer your wife to be looking after your children?") or an abstract concept dramatised by exclamation (along the lines of "what a wonderful appliance, and one which gives you the freedom to devote yourself to your children's well-being !"): in first-world societies, the message has to target the intended user, here still predominantly female but also including males, in such a way as to imply independence of thought and action, and may take the form of a more aggressive statement of apparent fact (claim) and exhortation to action, " X can free you from the slavery of Y . Don't take our word for it; try it and see!")

It can therefore be concluded that the domain of advertising will offer a fruitful field of investigation with regard to instances of cross-cultural transfer of concepts through the choice of signs from the system of the target language. Analysis of text pairs, rather than of parallel texts, will offer a more clearly identifiable basis for comparison between source and target texts and thus permit identification of translation strategies at the level of micro- and macro-sign-function in relation to the intended ST message, as perceived by the analyst. The strategies adopted by the translator of each text pair, as identified through comparative analysis, will show also whether the task of TT

production was approached as a language-based and ST oriented, or a Target user - and function-oriented process (see Chapter Two).

From the perspective of Translation Studies, it is important to identify the theoretical approach or approaches which form the basis for translation decisions, in order better to understand how these different theoretical approaches can be of relevance to the process of translation. Unless this relevance can be demonstrated, there is a risk that translation theory will continue to be seen by practising translators as abstract and divorced from the reality of performance, rather than constituting the basis for a better achievement of performance, in addition to being a discipline which contributes to an understanding of the wider processes of cognition and communication.

For texts such as those from the field of advertising, it could be expected that the primary purpose of the process of translation is to produce a text which achieves its intended functional adequacy within the target language community. In this case, the functional approach to translation would appear most appropriate since this will allow the translator to give priority to sign function, global message function and overall impact, over and above questions of translation relating to individual signs or groups of signs. It may be, however, that in actual performance and at the moment of transfer of units of meaning, the translator still adopts a linear approach and operates to a great extent at the level of the individual sign, so that an understanding of a sign-oriented approach to translation is a complementary tool. What it is necessary to establish is the extent to which such decisions appear to have been taken within the framework of functional parameters of text structure and intended impact: also whether decision-making at the level of the individual sign can produce an adequate and effective target text without being taken within such a framework. Even within a functional approach, the usefulness of transfer strategies at the level of the linguistic unit should not be underestimated.

This is why the study of the intercultural translation of advertising offers a useful medium for the consideration of different approaches to translation and the relevance of some of these to the production of a particular text type. For interlingual

advertising it is important to try to establish which approach has been adopted in instances of actual performance, in order to achieve a better understanding of which strategies and what kind of underlying, theoretical approach or approaches are more likely to produce an effective and efficient target text. Translators often learn and implement strategies on an ad hoc basis; this is not an efficient way to ensure optimal communicative effect and cost-effectiveness. Awareness of which approach can generate what kind of potentially successful strategies can allow the translator to rationalise and justify choices within a theoretical framework, thereby ensuring continuity of approach within a text as well as probable reliability of choices made for that text as a communicative event.

Empirical text-pair analysis

The relevance of text comparison and the observation of translation strategies as instances of translation performance phenomena have been the subject of authoritative debate and discussion by translation scholars such as Holmes (1972) and Toury (1985, 1995). These approaches to Descriptive Translation Studies will be discussed in detail in Chapter Two, Translation.

Since translation performance takes place within a defined and purposeful communicative situation, it would seem useful to assess the degree of effectiveness of the transfer of the advertising message and intent with regard to the stated function of the TT; the acceptability of choices of linguistic signs will be an essential factor in the effective reception of and reaction to the TT. The possibility of identifying potentially successful transfer strategies should reduce the demands placed on the translator in the process of reformulation of the message, thereby making a cost-effective saving of time and effort. In cases where the source text is being written for the intention of forming the basis for reproduction of the message by means of signs belonging to other linguistic systems, an awareness of recurring patterns of intersystemic differences, and of those strategies likely to assist in resolving these, could also inform the writing of the initial source text and thereby minimise the potential for such differences. The same is true for instances of culture-specificity of frames of reference, which may, by their

culture-bound nature, require more active analysis and recourse to strategies of transfer or substitution:

In particular cultural situations, one will often observe certain regular patterns of behaviour (empirical levels of *performance*). This allows the scholar to assume an intermediate level of norms which denote particular types of translational behaviour as more or less desirable¹⁴

It is intended that this study should lead to the discovery of some of these strategies, with reference to the complementary role of sign-interpretation as a form of translation behaviour, during the stage of ST analysis as well as for TT production, (see Chapter Four, Semiotics) and as an additional means of describing choices adopted by the translator in the transfer of the information, function and tone of the Source Text (ST) into the Target Language (TL). These strategies may or may not be found to recur from one text to another, depending as much on the type of service or product, the target audience and the source of publication or distribution as on the competence of the translator. Whilst their recurrence may be seen to be significant in terms of illustrating tendencies with regard to the solution of problems of translation, this would not be taken as confirmation of the existence of pre-determined or prescriptive rules for the translation of such texts. Such tendencies could, however, be taken as a guide to potential solutions to certain kinds of problem, with the proviso that each problem is inextricably bound to its immediate context and to its text-type, and that whereas the broad outlines of one context or situation may be similar to those of another, it is highly unlikely that any two contexts will be identical, so that there will always be a need for interpretation and judgement on the part of the translator.

It is also expected that analysis of examples of text-pairs (production of target language text as translation of source text) should provide instances of constraints which operate on the translator, constraints which will relate not only to socio-cultural criteria contributing to market segmentation, which do not fall within the remit of this study, but also to culture-specific references and system-specific rules for sign-function, on which a Text may draw and build in order to reach its intended audience. In other words, the study is expected to confirm that certain references and

stylistic devices cannot be translated by means of a similar use of sign-function. The degree of loss or gain incurred in a shift or change of sign-function will have an effect on the reception of the target text in relation to its intended communicative function (see Chapter Four). It is in the interests of the would-be multilingual advertiser that the extent to which this effect may be detrimental, or produce a defective target text, should be evaluated and where possible minimised. The study of parallel texts, on the other hand, would not afford such opportunities for evaluation, since all of the above considerations would already have been taken into account and by the nature of the process, potential conflicts on the level of intercultural differences would have been avoided; furthermore, production *ab initio* in the target language would have precluded problems arising from intersystemic differences relating to the manner in which concepts can be expressed within a given language system.

The compilation of a corpus

In the interests of comparability and to allow contrastive analysis of sign function, it was decided that the corpus to be studied should consist of pairs of texts, where the L2 text was produced from the L1 text; also that both texts would share a common communicative intent and that text function would consequently be invariant; finally that texts should have been produced with the same use of space and lay-out, as this would pose, or could be seem to impose, constraints on the freedom available to the translator in terms of choice of language signs, length of utterance and sequencing of information.

A reliable corpus for this purpose would include texts of similar length and function, drawn from similar sources of publication (whether in written media sources or produced by the manufacturer for distribution) during a fixed time period which would allow for relative synchronicity in terms of availability and use of language patterns. If the communicative function and the target receiver profile are taken as constant and if communicative effectiveness of the TT constitutes a primary parameter for the evaluation of translation strategies, a corpus containing texts designed to promote a range of products, produced at around the same time (within the space of a year or two) should permit identification of strategies which could be taken as indicative of

more generalised practices within the context of interlingual communication. The benefit of such indications has already been identified in terms of the relationship between theory and practice, also in terms of optimising potential performance.

The products to be promoted should be ones requiring a greater degree of informative content in the advertising message in order to achieve their persuasive function: as stated, the texts would not rely on supporting or corroboratory images and the sign-function of the written word should be the sole means of communication. Notwithstanding these parameters, even within a given range of products, it could be expected that the translation strategies adopted will vary as much according to the preferred approach, experiences and circumstances of text production of the individual translator and/ or of the advertising agency and commissioning company, as to the constraints dictated by the language and social characteristics of the target community. It would therefore be useful to group the texts according to the specific circumstances of text production and translator experience, in so far as these can be known (see Chapter Six, Strategy Analysis).

Methodology

Silverman¹⁵ describes the characteristics of observational research in the sociological context. These can be modified slightly in order to highlight their relevance to the current study, and include:

- a view of the events, norms and values from the perspective of the subject of study (i.e. the text receiver)
- a description of “mundane details” which facilitates an understanding of what is going on in a particular context; also to provide clues to other levels of experience or “layers of reality”. This can be achieved through the detailed analysis of pairs of text segments and pairs of units of meaning.
- due account of the wider historical and social contexts. For the present study this would imply the contextualisation of the process of text production.
- attention to processes, so that any event in a social context is seen as part of a series of interlocking events, including the polysystem of text types and the norms of the

language system, with the associated conventions for each; the text has to relate to these norms at the levels of macro - and micro-features of textuality.

- an open mind with regard to research design, in order to allow for unpredicted data raising unanticipated questions
- the avoidance of determining, at an early stage in the analytical process, theories and concepts which may not be easily reconciled with actual empirical observations

These characteristics are further echoed in what Silverman describes as belonging to a set of "Interactionist Methodological Principles"¹⁶, which have been modified to relate them more closely to this study. They include, by association:

- observation of the links between symbols and interactions in order to show how the context of behaviour determines meanings. In the field of advertising, this is of clear relevance at the level of graphic/ pictorial and linguistic symbols as motors or stimuli for response leading to action via a change of beliefs
- adoption of the viewpoint of the target reader as one of the actors in the communicative process. For advertising, this involves market segmentation and target consumer profile, also product constellation analysis and the creation of associated values to develop a new perspective of a different kind of reality.
- a study of the interaction in its context of production - gathering data in naturally occurring situations. This involves the study of texts/ advertising messages that have actually been produced and used.

Key questions in any such qualitative research will be the problems of how to assess the reliability and validity of any empirical data obtained through such an approach. The issue of reliability in this kind of study should be addressed through the nature of the categories used for text analysis, which should be logically constructed within an analytical framework which could be used by other analysts wishing to undertake a similar study.

The second question, that of validity, has to be evaluated in the context of how representative is the corpus of texts chosen for study, also how representative are any given data of the wider picture, rather than simple anecdotal evidence of phenomena of

limited recurrence. The representativeness of the corpus selected has been discussed above. Where this requirement for representativeness applies at the level of observed data, this does not necessarily mean that a quantitative approach to listing and counting different types of data would be a guarantee of reliability. However, for the data to be of relevance or use in the eventual formulation of a more generalised hypothesis there would have to be evidence of repeated occurrence within a representative sample of phenomena in context. Thus it would be helpful to show precisely which transfer strategies (or processes) do recur frequently, as compared to those having a minimal number of repeated occurrences, in order to validate the former by contrast with the latter, with the reservations already expressed in relation to the size of the corpus and the number of occurrences.

It should therefore be possible to undertake a systematic analysis and comparison of advertising copy for a given product or service from a set of texts intended to correspond, in their perlocutionary function, as closely as possible to each other. The absence of evidence of direct transfer of linguistic sign-function and culture-specific content could be seen to constitute, in itself, a guide to those units of translation which would pose a problem for the translator. In order to focus the text pair analysis and to generate reliable indications of translation strategy types, this has to be limited to occurrence between a given language pair. It has therefore been decided to confine the language of texts for analysis to English and French.

Criteria for inclusion in the corpus will include the following:

- the advertising copy in each language will refer to an identical product (or service) with identical or near-identical product-information (due allowance being made for loss or gain due to choice of strategies)
- the texts will have been produced and circulated in the source and target communities at approximately the same time
- the nature of the publication and the audience for that publication will have more or less the same profile for each language community

The search for texts produced a corpus of twenty four text pairs which were appropriate for the purposes of this research. Of these texts, 8 had French as the Source Language, 15 had English as the Source Language and 1 had another language (German) as Source Language with French and English as parallel target languages.

Summary of preliminary foci of discussion:

Since the subject area for the texts to be studied is the field of advertising, some discussion of the psychology and aims of advertising will be necessary. The role of language in the achievement of these aims will also be considered.

It is also necessary to situate any discussion of linguistic strategies and cultural constraints, which operate within this field and contribute to these aims, within the wider context of theoretical concepts of translation studies. It will therefore be appropriate to undertake a review of some different theoretical approaches to translation, with the intention of determining and then focusing on the key concepts and issues which would be fundamental to a systematic analysis of translation strategies, and in order to assess the relevance and application of these in the language of advertising.

Of equally significant value will be a consideration of the way in which the study of signs, or *semiotics*, could be said to represent a synergy of the two worlds, that of language and that of advertising as a form of symbolic and affective representation of qualities and characteristics. Although signs could primarily be said to occur in the form of images, in as much as a given word or lexical unit can come to have a representative, connotative meaning, as well as denotative, it has been argued that words can be described as signs which stand for something (a denotatum). Words have the power to represent a concept in the same way as images, with a similar evocative function, and thus identification of the culture-related specificity or universal validity of linguistic signs is of extreme importance in any study of the appropriacy and effectiveness of advertising copy.

These chapters will be followed by case-studies of pairs of texts (as previously described), which have been divided for purpose of analysis into sub-units of meaning and of the global message, in order to discover the nature of language- and culture-specific problems identified for each text pair. An attempt will be made, based on this detailed analysis, to evaluate and categorise, where possible, the way in which each translation problem has been dealt with in the target text. This approach is supported by Baker, who asserts, “artificial as it is, the division of language into discrete areas is useful for the purposes of analysis....it can help to pinpoint potential areas of difficulty in translation”.¹⁷ (For details of text segment analysis, reference should be made to Appendix Two).

Finally, an attempt will be made to summarise any indications of preference of particular types of strategy which have been discovered through this analysis; also to assess how relevant these tendencies could be to the translation of advertising. It must be noted that identification of choices which could be described as strategies will be limited to those instances where there is potential for translatorial choice. Some examples of interlingual transfer will of necessity be determined by the norms of the relevant target language system and the relevant stylistic conventions for the text type; as such these transfer mechanisms cannot be described as *strategies* in the sense used for this study.

As Baker states:

Translators need to develop an ability to stand back and reflect on what they do and how they do it....They will need above all to acquire a sound knowledge of the raw material with which they work; to understand what language is and how it comes to function for its users¹⁸

This study will thus draw on the three inter-related fields of Translation, Advertising, and Semiotics (representing a synergy of the first two).

Translation Studies is a widely researched discipline and the focus of on-going international debate (Holmes, Toury, Snell Hornby, inter alia). Translation as a feature

of intercultural communication is studied by House and Blum-Kulka 1986, Snell Hornby 1988, Ladmiral and Lipiansky (1989), Baker (1996), whose studies call attention to the interdisciplinary nature of the field. Translation has also been studied over the past four decades from the different perspectives of linguistic features (Jakobson 1959, Catford 1974, Mounin 1976, Vinay, Darbelnet 1977); text linguistics (Neubert 1985, 1992; Nord 1991); text user (Reiss, Vermeer¹⁹, in Schäffner 1995 and in Nord 1997); the translator (Holz Mänttari 1984 ²⁰, in Schäffner 1995, Robinson 1990, 1995); from its socio-cultural function (Nida 1966, 1974) to its socio-linguistic function (Pergnier 1980); its relevance as a discourse phenomenon (Hatim and Mason 1990; Delisle, 1985, 1995; Baker 1992); as a communicative tool for which predictable transfer strategies can be identified (Newmark); and from the perspectives of Relevance Theory (Gutt 1991) and Paraphrase as a valid methodology (Fuchs 1982, Hewson and Martin 1991). As for reviews of the different approaches and theories contributing to debate in the field of Translation Studies, a new work by Fawcett²¹ is perhaps one of the first produced in English to offer a comprehensive discussion of different linguistic and translation theories previously published by scholars writing mainly in other languages, including French, German and Spanish, describing these and highlighting strengths and weaknesses. In his text Language Engineering and Translation,²² Sager also reviews "existing theories and models" for translation, relating these to more pragmatic problems of the world of professional translation.²³

Advertising as a business and marketing strategy is also well-documented and clearly described in Williamson 1978, Vestergaard and Schröder 1985, Cathelat 1988, 1992; Leiss, Klein and Jhally 1990; Cooke 1992, Vardar 1992, MacDonald 1993, Jensen 1995, Parente D, Vanden Bergh B, Barban A, Marra J (1996). The semiotics of sign-function has been carefully studied from different perspectives, from the philosophical approach of Peirce, the behaviourist approach of Morris, the linguistic approach of Eco and the socio-cultural approach of Barthes and Levy Strauss, all of which are very clearly summarised in Hervey (1982) and latterly also by Jensen 1995, in relation to mass-communication.

The relevance of Semiotics to the discipline of Translation has been studied by Petrilli. (1992), in an article entitled, "Translation, Semiotics and Ideology"; also in great detail and depth by Gorlée 1994 in, Semiotics and the Problem of Translation: with special reference to the Semiotics of Charles S Peirce. This latter work would appear to be the main study of this nature and is, as the title suggests, mainly concerned with the application of all the sub-categories of Peirce's categories of sign-function to the translation process.

A combination of Marketing and Semiotics forms the subject of studies by Umiker-Sebeok in an edited collection of papers (1987); also by Tejera (1988), Floch (1990), and Jensen (1995), inter alia.

However, the study of the specific area of translation of advertising is not a well-documented and widely researched area. Articles by Dunn (1966), Brassard (1973) and Martenson (1987) show evidence of long-standing awareness of the need for further in-depth study of this intercultural and interlinguistic phenomenon of communication. However, these articles simply sketch brief criteria for successful message transfer based mainly on cultural considerations relating to the target market. Harris(1983) describes the Canadian experience of co-writing or "twin-bed marketing" (Bouchard 1960 in Harris 1983) for a bi-lingual domestic market, looking at the overall approach in terms of function rather than considering message transfer at the level of sign-function, textual considerations and language-based strategies. In this approach there is no relationship of Source and Target Text between the two language versions of an advertising message, since once the basic framework for the message has been agreed, separate agencies undertake production of the two language versions.

In an article in Meta (1990), Tatilon discusses the advertising text in its persuasive function, seeking to establish a descriptive model which will identify the discourse features of this type of text and from there allow some degree of evaluation of its potential for commercial success. Tatilon focuses on what he sees as the four basic functions of this text type: two relate to content, namely the presentation of the product and the positive image of this; the other two relate to how the message is

presented to the text user, in terms of use of language and clarity of access to the message. He concludes that this approach will give primary consideration to the persuasive and stylistic function of textual units rather than to the form of the units themselves. Rethinking and reformulating of ST units may be necessary, leading to a target text whose relationship with the source text is one of adaptation and what he describes as functional equivalence (with reference to Nida and to Mounin) rather than of what Tatilon perceives to be “translation”, that is to say, transfer of language unit for language unit.

Séguinot (1995) also takes a view of cross-cultural advertising as primarily a question of adaptation according to intended function, preferring this to an approach which focuses on the question of transfer at the level of units of the source text. This approach would appear to be prevalent in the bi-lingual Canadian environment but is not one which is very frequently adopted in the European marketing environment, as will be shown by this study.

As described by Ogden and Richards, there is a lack of certainty in undertaking to give a new perspective on well-explored topoi ; they explain that the mental traveller, “is required to be more self-dependent; to decide for himself where the greater interest and importance lies and as to the results to be expected. He is in the position of a prospector”.²⁴ Each of the three areas which together form the focus of this study has in itself been demonstrated as possessing a wealth of research into the individual discipline. It can also be seen that some research has been undertaken in the fields of either Translation and Semiotics or Advertising and Semiotics. Little research exists on the translation of advertising and much of what does exist emanates from Canadian scholars, from a perspective which emphasises adaptation procedures. There does not appear to be any research which develops the work of Gorlée on translation and semiotics to include its application in the field of advertising, more precisely in those advertising texts which have clearly adopted the procedure of source-text induced target text production.

This study takes as its basis the underlying assumption that translation studies are concerned firstly with an act, secondly with a process and thirdly, with the product of that process; also that good practice cannot be sustained without reference to theoretical concepts which will inform decisions and choices and maximise the potential for production of a successful TT. Whilst it is not the intention of this study to develop a “theory of translation”, consideration of why and how translators translate has to relate to an underlying theoretical framework. Conversely, no generalised theory of translation can be hypothesised and no framework constructed without reference to practice. According to Holmes,²⁵ “many of the weaknesses and naïvetés of contemporary translation theories are a result of the fact that the theories were, by and large, developed deductively without recourse to actual translated text-in-function...” and also, “a comprehensive translation theory ...will be much more complex than any that has been presented up to now, since it will have to account for a great many variables which usually either are assumed to be constantsor ignored entirely”. In the context of this study, an attempt will be made to identify some of the variables which could be said to impinge on the decision-making process with respect to the selection of transfer strategies for target text production. The lexical terms used to describe the exploration of some key concepts are sometimes used in a particular way in this study, which may differ slightly from the commonly accepted interpretation: a glossary of key terms is therefore provided in the hope that this will avoid potential ambiguity of frame of reference.

The findings of this study could contribute towards the development of an approach to translation based on a theoretical framework within which interdisciplinarity would be a determining criterion in the explanation of strategies, potential or observed, with due consideration of potential variables in the production process. Classification of the findings of the corpus analysis according to predetermined criteria could lead to a better understanding of how decisions relating to performance and criteria of text production can be identified and explained. In order to achieve this objective, potential variables which might affect the translation processes and therefore the ultimate production of the text will also be considered. Wider application of a similar methodology to corpora comprising further texts from the world of advertising might

lead to the drawing of conclusions similar to the findings of this study. This in turn could lead to the eventual elaboration of an approach to the translation of advertising incorporating theoretical foundations of strategies for transfer, which would the study of aspects of sign function as a complementary strategic tool in the decision-making process. As has already been established, such an approach could contribute to the production of effective and functionally adequate target texts.

A quote from van den Broeck²⁶ summarises the approach of this study:

The analysis of (actual) translations as a particular form of discourse reproduction will provide, I believe, the key to an adequate overall description which is much more than a merely linguistic one - of translation processes in general and special strategies and solutions to translational problems in particular. In as much as modern text and discourse theories will give us more refined instruments for analysing different types of discourse, they will also offer a more reliable basis for understanding and discriminating particular cases of translation. Translation Theory...will benefit more from concrete descriptive studies throwing light upon what is and can be done in certain circumstances than from merely hypothetical ... statements about how translational relations or mappings should be established.

¹ Parente D. Vanden Bergh B. Barban A. Marra J (1996). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. Orlando. Dryden Press

² Vermeer H (1986). Voraussetzungen für eine Translationstheorie, Heidelberg. quoted in Nord C, 1997:33. This definition is, according to Nord, based on a definition by Göhring (1978), "Interkulturelle Kommunikation: Die Überwindung der Trennung von Fremdsprachen- und Landeskundeunterricht durch einen integrierten Fremdverhaltensunterricht", in Mathias Hartig (ed), Sociolinguistik. Psycholinguistik. Kongressberichte der 8. Jahrestagung der Gesellschaft für Angewandte Linguistik, vol4. Stuttgart. Hochschulverlag, 9-14. This in turn is based on a definition by

³ Göhring W (1978) , in Nord 1997:24

⁴ Agar M (1991), "The Bi-culture in Bi-lingual", *Language in Society* 20:167-181, in Nord 1997:25

⁵ Vermeer H (1986), see note

⁶ Hall S (1997). Representation: Cultural Representations and Signifying Practices. London. Sage.

⁷ quoted in Snell Hornby 1988:40

⁸ Humboldt W von, quoted in Steiner G, 1975:81

⁹ Cassirer, See Steiner G, 1975:86

¹⁰ Berlin B. Kay P (1969). Basic Colour Terms: Their Universality and Evolution, Berkeley. University of California Press, discussed in Taylor 1989

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- ¹¹ Steiner 1975: 94
- ¹² Holmes J S, "On matching and making Maps: From a Translator's notebook". in Translated. 1973: 53- 64
- ¹³ Searle J, "Metaphor", in Ortony A (ed), 1980, 92-123
- ¹⁴ Delabastita D, "Translation and Mass-Communication: Film And T.V. Translation As Evidence Of Cultural Dynamics", *Babel* 35:4, 1989, pp193-298
- ¹⁵ Silverman 1995:31
- ¹⁶ adapted from Denzin N (1970), The Research Act in Sociology. London. Butterworth. p7-19. as quoted in Silverman 1995:4
- ¹⁷ Baker 1992: 4
- ¹⁸ Baker 1992: 4
- ¹⁹ Reiss K, Vermeer H (1984). Grundlegung einer allgemeinen Translationstheorie. Tübingen. Niemeyer
- ²⁰ Holz Mänttari, J (1984), Translatorisches Handeln. Theorie und Methode, Helsinki. Suomalainen Tiedekatemia
- ²¹ Fawcett O (1997), Translation and Language: Linguistic Theories Explained. Manchester. St Jerome
- ²² Sager J (1993). Language Engineering and Translation. Amsterdam. Benjamins
- ²³ see review of Sager 1993 by Paul Kussmaul, in *The Translator*, vol.1.no.1.1995:96-101
- ²⁴ ARK Edition, 1985, Preface:xiv
- ²⁵ Holmes, J S, 1988:101
- ²⁶ van den Broeck R (1986), "Contrastive Discourse Analysis as a Tool for the Interpretation of Shifts in Translated Text", in House, Blum-Kulka (1986):46

Chapter One - Translation

Introduction

The evolution of communication amongst the numerous and different socio-linguistic groups which constitute the human race has driven homo sapiens to discover ways of overcoming the language barriers. The Babel story from the Bible is but one of the ways in which earlier societies attempted to explain the origins of the different language systems, which enable intracultural communication whilst making intercultural communication more problematic.

Communication between members of a given sociolinguistic community is facilitated through the existence of a shared language system, common to all members of the group. The nature of this system, and the fact that relations between individual elements or signs belonging to it are regulated by the rules of this system, ensure some degree of standardisation of the use of the system, whilst still allowing for flexibility. This limitation can (so it is claimed in the Sapir-Whorf hypothesis - see Introduction) serve as a constraint on the way in which speakers of that language perceive and interpret the world around them, perhaps preventing them from fully understanding those phenomena for which a particular language system may offer no terms for reference.

Nowadays international (intercultural and interlingual) communication has become a vast and widely practised activity. The constraints of a culture-specific world view are to some extent attenuated by the effects of global media and mass communication. Efficient and effective interlingual communication for a specific purpose has become a highly specialised activity, with the emphasis shifting from its traditional focus of literary studies for cross-cultural enrichment to one pertaining to the world of dissemination of factual information and the use of this information for (scholarly or) commercial purposes. The term used to describe this activity of intercultural and interlingual message transfer is usually *translation*, although of course in English the word *translation* can also be used to describe different designata: the actual action or process of reformulation, "I am translating this message from language A into language B"; also the product of the process, usually in the written form, "here is an English translation of Racine's play, Andromache", or "this is a good translation into French of Shakespeare's Romeo and Juliet".

Jakobson (1959, 1971) defined three different types or methods of translation as communication, claiming that translation is a reformulation of information and that in any interpersonal communicative situation some kind of translation is taking place.

This information reformulation, or translation, is described by Jakobson as being *intralingual*, where communication occurs within the same language system and involves re-expressing an aspect of experience or meaning in different words or terms. Translation may also be *intersemiotic*, with information which has been represented through the signs of one coded system, not necessarily linguistic (e.g. semaphore, Morse code, signs of the highway code), is then reformulated by means of the signs of another system - usually linguistic. Finally, communication may be *interlingual*, which is for many people translation proper, since this is when a message is mediated from forms or signs of language A into appropriate forms or signs of language B, by someone acting as a mediator of the message across languages. This person is usually called a *translator* when working in the written medium, and an *interpreter* if working with the spoken form of language. Both forms of interlingual mediation require a high degree of linguistic and sociocultural competence in both languages and cultures in contact. The American philosopher Peirce also discussed translation in a similar manner, combining reference to all of these forms and claiming that translation is the same as sign interpretation or *semiosis* (see Chapter Three - Semiotics) and vice versa: "a sign is not a sign unless it translates itself into another sign in which it is more fully developed".¹

In *After Babel* (1975), Steiner upholds this view of translation as interpretation through reformulation, as a way of enabling the individual to make contact with others, to create links between a private world and one shared in common. He states, "a human being performs an act of translation, in the full sense of the word, when receiving a speech message from any other human being".² Elsewhere Steiner describes translation as a four-fold hermeneutic process which "negates entropy by preserving order at both ends of the cycle".³ This process consists of investment of belief in the meaningfulness of the text; followed by incursion into the ST and extraction of the message; then comes the importation of the message into the TL system; and finally, a compensatory process of review and adjustment of TL choices which restores the balance of the TL, now invaded by the ST, to ensure "enrichment rather than contamination". Steiner's view is based on a presumed dichotomy, negative versus positive effect. It is not really possible to state categorically that this is always the case for a translated text, since, for example in the case of advertising texts, although these are intended to convince the addressees of the potential for self-enhancement, hence enrichment, it may be that the overall impact on the culture as a whole is neither negative nor positive. It may also be that contamination, in the form of modification of the target language culture, text type or language system, is a desired effect of the translated text, in which case this will be a positive effect, contrary to Steiner's implied view.

Linked to this idea of meaningfulness and effective communication, one could consider the views of Reddy on the nature of communication. In his paper on the *conduit metaphor*,⁴ Reddy talks of the “chasm of frame conflict”, asserting that although if carried to its extreme, belief in the Sapir Whorf hypothesis would mean that communication between cultures might be almost impossible to achieve, it is still true to note that languages structure the way actions and events are presented through reliance on certain metaphors, so that, by extension, interlingual communication may be enhanced by the use of similar metaphors across languages or obstructed where each language relies on different metaphors for the formulation of concepts. Reddy claims, for example, that the English language is based on the assumption that language transfers human thoughts and meanings, supporting his argument with examples of how people are exhorted to express themselves more precisely - for example, “capture ideas in words, put thoughts into words”. He describes such ways of expressing this concept as the *conduit metaphor* and claims that this metaphor leads the message receiver to determine message reception in terms of the success or failure of the message emitter in selecting the appropriate form of expression to communicate the intended message. This is important for translation, in so far as the aim of the process is to communicate across languages in the most appropriate manner for the target addressee. For many scholars of translation studies, this is one of the bases for evaluation of the product of the act of translation as successful or not successful.

1. Translation Studies

The modern discipline which studies the nature of this interlingual, intercultural mediation, looking at how it is accomplished and trying to account for the intellectual processes involved, is that of Translation Studies. This discipline encompasses a wide range of approaches, most of which have developed in response to an ever-changing world with its concomitant increased and varied demands for mediation of information. These approaches were characterised at the beginning and during the first decades of this century by a linguistic approach with its focus on the word or word group as a unit of translation, building on the work of the linguist, de Saussure (1908). Scholars adopting this approach include Vinay and Darbelnet (1958), Jakobson (1959) and Catford (1974), as well as Wilss (1982) and Neubert (1985), who built on the work of these scholars to devise a more professionally-oriented approach to translation which took into consideration questions relating to text production as a goal-oriented activity. Over the past three decades in the discipline of Translation Studies, approaches have thus evolved which encompass consideration of various contributory factors apart from linguistic micro-structures. These include the text as a

sign vehicle for a message in an intercultural context; the role of text-types and discourse conventions; the role of the translator as decision-maker; and the question of where and to whom the translator owes his "loyalty". A review of some of the most significant contemporary views of the discipline will serve to set the context and parameters for the present study.

The name of Translation Studies was suggested by James S Holmes in a paper entitled "The Name and Nature of Translation Studies".⁵ In this paper he talked of the problems of methodology which arise when approaches from existing disciplines to are transferred to new ones, with translation being the discipline in need of a new methodology and the state of affairs in this field, at that time, being one of disorganised confusion. For Holmes, the designation "The Theory of Translation" was not adequate, since this did not encompass much of the valuable study being done in the field at that time. Nor did he feel that Nida's "Science of Translating" was totally accurate as an all-inclusive term, preferring instead the term "Studies" as being analogous with the names of other disciplines. He further bemoaned the lack of general consensus as to the exact scope of the discipline of Translation Studies, although he affirmed that this is in essence an empirical discipline having two major objectives: namely, as stated by Hempel, "to describe particular phenomena in the world of our experience and to establish general principles by means of which they can be explained and predicted".⁶ Holmes divided the two branches of pure translation studies into descriptive translation studies (DTS) and theoretical translation studies.

Descriptive translation studies are presented as that branch which maintains closest contact with the phenomena to be studied, with three potential major areas of focus of research, these being product-oriented, function-oriented and process-oriented:

- * The first, product-oriented research, he saw as describing existing translations, giving rise to *text-focused translation description*, looking at individual translations and *comparative translation description*, looking at different versions of an ST in one or several languages.

- * Function-oriented research was for Holmes a "study of contexts rather than texts", with greater emphasis being needed on translation sociology, looking at what influences were exerted on a given translation at the time of production of the TT.

- * Process-oriented DTS were concerned with the "process or act of translation itself." Holmes was interested here in what happened in the "black box" of the translator's mind at the time of translation.

Holmes developed these concepts further in a paper given in 1977.⁷ In this paper he called for a theory of the translation process; one of the product - what is specific to

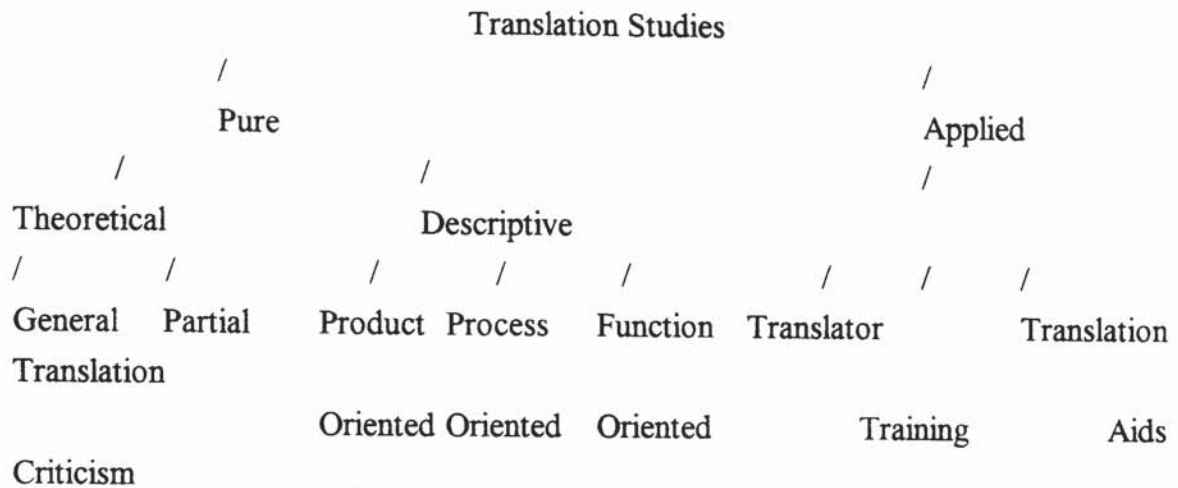
the translated text as a text; one of the function - how the target text (TT) works in the target language culture (TLC); and of translation didactics. The first three should produce models by which existing situations can be examined, and should therefore be non-normative, whilst the last would of necessity be normative.

Another branch of pure translation studies, theoretical translation studies or translation theory, would then be concerned with using the results of DTS to “evoke principles, theories and models which will serve to explain and predict what translating and translations are and will be”. In Holmes’ view a good translation theory would need to be highly formalised and therefore probably highly complex. He described different types of theories, including area-restricted theories; either being restricted to the languages and/or to the cultures involved, for example, for a given language pair (French - German); or restricted to a given language group-pair (Romance to Germanic), this form being closely related to comparative linguistic and stylistic studies. Another theory would be rank-restricted, dealing with discourses or texts as whole units but also looking at linguistic levels within the text. As Holmes reminded his audience, traditional linguistic or terminological approaches focused on the word or the word group; he saw the (at that time) developing trend towards text linguistics as one to be encouraged. Next he described text-type or discourse-type restricted theories, dealing with the problem of translating specific types or genres of language messages. Finally there are time-restricted theories, regarding the translation of contemporary texts as compared to the translation of texts from a different era, and problem-restricted theories which focus on particular translation problems from the wider area of translation theory.

A third branch of the discipline Holmes called Applied Translation Studies. This branch would be concerned with implementing findings which would be of value in the pedagogical area of the teaching of translation, in the training of translators and in the production of aids for translators whether in training or practising. Holmes saw these tools as often being either lexicographical and terminological aids or else grammars, neither of which entirely fulfil the need for information on use in context. Translation policy could also benefit from the results of this branch of the discipline, which could generate information enabling advice to be given on the nature of texts which could or should be translated in a given socio-cultural situation, what the role of the translator should be and the role of translation in foreign language teaching. Finally, Applied Translation Studies could inform the area of translation criticism, raising the level of awareness of quality in translation and evaluative methods for assessing this.

Holmes concludes by reminding his audience that all three branches hold a dialectical relationship one with the other, each branch interacting with and generating findings or materials for the other two.

Holmes' map of the discipline:⁸



Restricted according to:

Medium Area Rank Text-type Time Problem

For the translation scholar working in the discipline today much of the above has become accepted and even taken for granted, but at the time of Holmes' writing, this was an innovative and clearly categorised description of the state of the discipline which encouraged a more focused approach and gave rise to very definite, perhaps not methods, but approaches, to the study of translation and its related phenomena. It is difficult to find fault with such a clear, comprehensive and well-defined categorisation of the discipline, particularly since Holmes himself admitted the complexity and interdependence of the different branches and their sub-divisions. He invited translation scholars to throw off the shackles of subservience to the word as the unit of translation and of the search for that elusive phenomenon of "equivalence" at the level of the micro-structure alone - yet not to reject the validity of this approach, simply to underline its inability, by itself, to account for all translation phenomena. His description of the different aspects of DTS enables the scholar to take into account the many-layered complexities of the translated text, to identify the various levels of transfer of meaning and then, having examined the individual details and textual features, to see and assess how these combine to give the overall picture. Perhaps it could be said that the translator is thus encouraged to see the text as a complex and self-contained message system, the individual elements of which have been combined

according to pre-determined but very open 'rules' (of discourse or text-type conventions, of language system rules, of information relating to target user profile and of course including parameters of intended text-function).

2. Descriptive Translation Studies

Holmes' approach was further developed by Toury, working against a background of scholars whose main focus was on a more linguistic approach to translation such as Mounin and Newmark, or a combination of the linguistic and textlinguistic approaches (Wilss).⁹ Toury's initial work of the 1970s was summarised in his 1980 text, In Search of a Theory of Translation, and has very recently been updated in a revised version of this, (1995), Descriptive Translation Studies and Beyond. Toury himself describes this new version of his text as a "stepping stone for further developments of the discipline in one particular direction", claiming that this book is not a sequel to but a replacement of the earlier text, since "books of this kind should only be taken as interim reports of ongoing projects, which entails rapid dating".¹⁰ This proviso underlines the dynamic and evolutionary nature of the discipline.

In the 1980 text, Toury sought first to establish his own view of translation before introducing his approach to Descriptive Translation Studies, so that the relevance of the seminal paper of Holmes is not introduced as an initial framework but serves to reinforce Toury's view of DTS as product- and solution-oriented, not problem- and process-oriented.¹¹ In the 1995 text, however, Holmes' "map of the discipline" is presented early in the discussion (p9) and described as having introduced a basic principle of "division of labour" amongst translation scholars. Toury claims to wish to make a case for the "controlled evolution of DTS", as well as to enhance the "accuracy of the map".

Toury also notes that DTS should be clearly seen as a "distinct branch of Translation Studies" and that the three approaches listed under DTS, and described by Holmes in his (then) visionary presentation, do indeed form a legitimate field of study each in its own right. He warns that it is important to accept that insistence on a permanent separation of the three into autonomous fields would mean that potential explanations of translation shifts could not be formulated, since functions, processes and products "form one complex whole whose constitutive parts are hardly separable from one another for purposes other than methodical". Individual studies of each aspect could therefore be expected to inform the translation scholar of the interdependency of the three aspects and enable scholars to show how each of the three "can and does determine each other".¹²

Toury goes on to assert that the prospective function of a translation within a target culture has to be an important factor in the construction of the target text in terms of socio-cultural and linguistic norms. This, he claims, underlines the target-oriented nature of the translation process. Any source text features which are to be reproduced in the target text will have been selected for their value and relevance to the target reader within the parameters of the TT function. The structure of the text is thus influenced by its intended function; hence it follows that the choice of sub-units of a TT will be determined by the text linguistics of the translated text in respect to its function. This logic of relations between function, product and process in translation is summed up by Toury as follows:¹³

the prospective systemic position and function of a translation

/

determines

/

its appropriate surface realisation

(= text-linguistic make-up)

/

governs

/

the strategies whereby a target text (or parts thereof)

is derived from its original, and hence the relationships

which hold them together

Toury concludes that in the semiotic perspective of transfer of segments which function as translation units and therefore as signs for units of meaning, the concept of function should have logical priority over any surface realisation. The principle of interdependency of factors as shown above is one which also operates at the level of theory. Actual descriptions of instances of translation phenomena from concrete products will have a pivotal role, since "it is only through studies of actual behaviour that hypotheses can be put to the test".¹⁴

Toury therefore advocates a target-text oriented approach and condemns what he calls the "extreme source-orientedness" of the linguistic approach, which seeks to describe and evaluate translation choices in the TL in terms of *shifts* from the form of the SL corresponding unit or segment and in terms of the *adequacy* of the TL form to the SL unit, whilst ignoring TL and TLC constraints. In discussing more recent, text-linguistic and functional approaches which focus on target-text production, Toury

claims that even the *skopos* theory of Vermeer, whilst also target-oriented, differs from his own in that the aims of *skopos* theory, as he sees it, focus on problems of an applied nature and how to deal with these “realistically”, or pragmatically, based on the individual context of production which may or may not be replicable, whilst Toury seeks to achieve a “descriptive explanatory role” which can contribute to the formation of some more generalisable theoretical laws. Toury does however concede that the work of Nord has shown an attempt to “integrate a version of the notion of translation norms”, whilst bemoaning the fact that in so doing he feels that Nord has also reverted to a concept of loyalty which would differentiate her work from that of Toury. The problem for Toury with Nord’s use of this concept is that it appears to reassert the primacy of the ST, since Nord’s call for a Translation-Oriented Source Text Analysis could be seen to give priority to the units of the SL message and to equivalence through loyalty to ST form or units, instead of the true aim of this analysis, which is to identify those features of the SL text-type which determine its function and intended impact, so that this function and this impact can be recreated through and for the TT. This, claims Nord, is the only way that the TT can achieve any degree of equivalence, fidelity or loyalty to the original ST message (which is, it is claimed, an integral element of the translation process), namely, at the level of functional equivalence (see discussion of Nord’s approach below).¹⁵

Within the focus of his approach on the target-oriented nature of translation, Toury places great emphasis on the role of the translator in a social context and his or her ability to perform this role in a manner acceptable to the target community. It is therefore important to study the socio-cultural constraints, or norms, which will affect the production of the TT. His argument is that translation always involves at least two cultures and two languages, each culture and each language having its own norm system. Conflicts arise when the translator attempts to situate the target text within the norm systems governing its production, whilst also seeking accurate representation of the source text, which is itself the product of a different system of norms. One solution proposed by Toury is the adoption of an *initial norm*, where the translator decides *a priori* a certain hierarchy and identifies which set of norms, SL or TL, SLC or TLC, will prevail when selecting or rejecting translation choices. Prioritisation of the SL and SLC norms is most likely to occur when the translator has taken as his goal the concept of adequacy to the ST (as, for example, in literary or expressive texts, where style carries part of the message), resulting in possible incompatibilities with TL and TLC norms and producing a text containing anomalies for the TL reader. If on the other hand the translator decides to give priority to the TLC and TL (for functional, informative or conative texts), then some degree of shift or reduction of adequacy to the ST will ensue, probably on both formal and functional levels. The choice is not

clear-cut and may vary in extent from one individual text unit to another; at the level of the text as unit, however, the resulting TT will show a tendency towards one or the other norm, which can be described in terms of its overall acceptability to the TL reader as an example of that text type.

The concept of norm-governed behaviour is not limited to the overall choice of strategy. Toury reminds us that norms come into play at different levels of the translation process, from those relating to translation policy (choice of text type, of individual text for translation) to operational norms which govern the actual decision-making process, on the level of linguistic forms or text linguistic norms and which thus affect the relationship between ST and TT. The fact that norms are both culture-specific and subject to change over time means that the burden is placed on the translator to be aware of these factors and take them into account, to see them as dynamic and not to behave, in translation production, as if all norms were fixed and static. The best way to organise description of translation phenomena in regard to norms would be to indicate some kind of hierarchy of such factors in a given context. The reconstruction of translation norms can be achieved either through analysis of texts or through critical theories which prescribe how translation activity should be undertaken. Toury notes that texts are “primary products of norm-related behaviour whereas normative theoretical pronouncements are “merely by-products of the existence and activity of norms”.¹⁶ He concludes by advocating an approach which considers norms as *primary* - mandatory for all instances of a certain behaviour; *secondary* - determining favourable behaviour; and *tolerated* - a positive approach to deviations from secondary and non-mandatory norms.

Having discussed all of the above considerations, Toury proceeds to offer a methodology for Descriptive Translation Studies. Comparative study of parallel texts is seen to offer a means of “assessing the impact of various factors on the modelling of a translation”; this is one of the aspects discussed in relation to analysis of the texts in the corpus studied. He notes that since textual relationships between ST and TT occur not only at the level of text but also at the level of textual segments, comparison of such pairs of segments should be undertaken on the basis that each determines the other; this was the approach adopted for text analysis in this study, at the level of text segments. Identification of the solution in the TT allows the analyst to reconstruct the ST problem for a given text pair on an ad hoc basis, without necessarily indicating reproducibility of this problem within other text pairs in different contexts.

However, application of a similar model of analysis to different corpora in the same or different fields of discourse might lead to indicators for successful and reproducible

decision-making strategies in specific contexts, for specific text types and functions. Determination of the actual composition of text units will also depend on the extent to which a TT text segment can be seen to correspond satisfactorily, with no overlap into another unit, to one from the ST; this will depend on the interpretation of the analyst. This comparison of text segments has been described as leading to the identification of shifts in relation to a notional optimum transfer of the ST unit. Toury warns, however, against the negative view of the TT unit that might be generated by such an approach, rejecting at the same time his own construct of the “adequate translation” (1980:112-121). He advocates in its place that success or failure of a translation should be described in positive terms, so that the identification of shifts is simply an initial stage which will then lead to an overall explanatory hypothesis. A useful tool here is the concept of “invariance”, (already present in the earlier work) namely the transfer from ST to TT of a constant, which can operate at the level of substance (meaning), function or linguistic unit. Translation relationships for given segment pairs may operate in some kind of hierarchy depending on the level at which the segment is viewed, at the lower order of the individual unit or as part of a higher entity, the text. However, the initial comparison would operate at the level of individual segments, looking at the TT choice in relation to its corresponding SL unit. Evaluation of a translated text should be based on the degree to which the “invariant” has been accurately recreated in the TT, with TT segments being “mapped” onto ST segments.

In a review of the earlier 1980 text Hermans¹⁷ establishes several key points of Toury’s contribution to DTS, one of which is that Toury advocated descriptive translation studies within the framework of the model proposed by Holmes (1972), asserting that DTS is target-oriented and empirical in nature. The key methodological concept of *translation norms* meant that solutions to translation problems were to be studied as and when they occurred in a target text as an instance of performance, not to be predicted in advance. The target text was to be considered as a product of the target language culture and its contemporary norms, with the focus on transfer operations across (semiotic) systems.

Any transfer operation would result in the production of two semiotic entities, each belonging to its own system; there would however be something which would be common to both entities, what Toury described as the “invariant”¹⁸. This entity would not only be part of the system to which it belonged (the TL), but also representative of an entity from another system (the SL). The aim of the transfer operation was to “transfer an *a priori* defined and well-defined, invariant core in a maximal way”, so that there would be a high rate of correspondence between the two entities, whilst at the same time “achieving a maximal fit of the resultant entity to the recipient

system”.¹⁹ For advertising, the invariant core will consist of product information, associated values relating to a comparable lifestyle in the TLC and an invariant text function based on the illocutionary act of persuasion. The question of whether a translated text should aim for adequacy in its relation to the source text or for acceptability in relation to the target audience, in order to facilitate its integration into the target culture, was a key debate in the 1980 text. In view of the aims stated above, Toury’s priority would appear to be acceptability, with minimal loss of adequacy, the latter being measured in terms of functional and informative invariance rather than the traditional concept of form, with the proviso that “even the most adequacy-oriented translation involves shifts from the source text”, as a result of incompatibilities between the norms and cultural realities of the two systems in contact.

As for TL acceptability, in the 1995 text and in relation to the contextualisation of a TT to be studied, Toury warns that although translations are “facts of target cultures” (29), this does not mean that the initial decision as to the role of an existing TT should be anything other than tentative. It is the fact of analysis and description that proves the TT to be a fact of its culture, to a lesser or greater degree. This point also supports the view that descriptive analysis of a TT can assist in the evaluation of the success of the text within the TLC, through assessment of the degree of acceptability achieved and by what means. Decisions on a micro-level can usually be accounted for in terms of adequacy and/ or acceptability; the same is sometimes true at the macro-level, with reference to norms and text type conventions. There may still, however, be cases where a decision is taken which runs counter to the initial norm for reasons of style, invariance or culture-specific problems. This study will seek to identify examples of the ways these have been solved in practice.

For Toury, if the act of translation is conditioned by the intended function of the TT, then target reader needs will also be a priority. Furthermore, if translation phenomena are goal-directed, Toury affirms that this implies a need to study how translations function as semiotic entities in themselves and therefore an approach based on the target text function would be advisable. A descriptive study would be a multiple stage, goal-oriented activity involving the selection and organisation of facts to be described and explained. For Toury every descriptive study of a translated text involves the description of translational solutions as well as of their relationship to the ST counterparts²⁰; this is what this study attempts to achieve. Translation relationships between ST and TT segments were seen as existing on either formal or functional levels. Three key factors which could potentially affect this relationship were listed as being the universals of language and of the text as a unit of performance; the difference

between language systems and between text systems; and the influence of the norms of the target system as exerted on the source text.

As Hermans (1995) points out, Toury (1980) does not include the human factor of the translator, his experience, idiolect and socio-cultural competence in L1, L2, LC1 and LC2. In the 1995 text, Toury again discusses the role of the target culture in the production of the target text but his main focus is still the way in which the translated text fits in to the TLC polysystem of texts and how it conforms or deviates from TL norms. Discussion of translation behaviour is limited to the influence of norms, textual or extratextual, with the main comment relating to the translator's behaviour noting that this cannot be expected to be totally systematic; it will vary within and between different problems areas, so that text analysis might be expected to show a graduated scale of consistency of choices. It is suggested that the translator practise a self-monitoring process of feedback, again based on the concept of decision-making based on norms. Toury contends that any feedback received by a translator is in itself normative, involving the "well-formedness of the translation" as a particular communicative event having a specific function in the TL. This feedback is, for trainee translators, from an external source, but with experience the self-monitoring process can be developed, as can coping strategies for types of problems likely to be encountered. It is the aim of this study to try and identify some of these coping strategies. Thus the role of the translator is inextricably tied to a degree of knowledge of and conformity to norms; beyond noting that there may be conflict between the norms of the two language/ culture systems, Toury does not suggest how it may be possible to identify other factors affecting translation decisions and how these may have an effect on TT production.

If Holmes' description of the discipline is taken as one which is fundamentally accurate and relevant for today's translation scholars, in the context of this study it must be remembered that it is possible to undertake empirical studies which, whilst having a particular objective and area of focus, nevertheless encompass perhaps more than one of Holmes' distinct areas of study, as indicated by Toury. Toury's focus on the essential nature of target-text oriented analysis, and the need to identify correspondences between units of the SL message and units of the TL message in terms of the function of these within the overall intended function of the message in its recipient culture, justifies a study of parallel texts on the basis of identifiable shifts of form or function between paired textemes or segments of the ST and the TT. Identification of these shifts should result in identification of types of strategies adopted by translators in practice, and these should give greater insights into the

processes leading to TT production, as well as assist in the evaluation of the functional success of the TT as product.

At this point it will be useful to discuss and consider different approaches to the identification, explanation and justification of different translation strategies in the search for a degree of functional equivalence of a message, in the form of a text, across languages in contact.

3. Different Approaches to Translation - the observation and description of phenomena of translation

In contrast to the more traditional, word-based studies of translation, translation has also been studied over the past four decades from the different perspectives of linguistic features of a text, text linguistics, the text user and the translator as decision-maker; from the socio-cultural function of translation to its socio-linguistic aspect; and in terms of its relevance as a phenomenon of discourse type, also as a communicative tool for which predictable transfer strategies can be identified.

3.1 .The Linguistic Approach to Translation

A focus in the nineteenth century contrastive and comparative approach to translation, seeking to render word for word and form for form, gave rise to a linguistics-oriented approach to analysis of translation problems, as studied by Vinay and Darbelnet (1958), Jakobson (1959), Catford (1965), in which translation was seen as a series of operations on units of language (lexis, syntax, style) in order to transfer a message from the SL to the TL and based on a desire to have a scientifically-observable method of justification of translation choices through predictable transfer strategies at the level of language signs. Jakobson was interested in how language could be deployed to express meaning, rather than in discussion of world views and what language could or could not convey. Catford studied the various possibilities and types of correspondence between language units held to have some form of equivalence of meaning and /or function between two languages in a specific translation situation. The approach to translation of Vinay and Darbelnet also included comparison of stylistic features of language in different social contexts, as well as the analysis of the nature of different translation operations and the description of these according to categories or types of operation or shift at the level of units of language (language signs/forms).

These approaches drew on concepts proposed by de Saussure, whose work was conducted at the end of the 19th century and early twentieth century, published

posthumously from students' notes during the second decade of this century. Saussure's main focus was on language as a system built on complex interactions between the various units of this system. He differentiated between *language* as a faculty possessed only by the human species - *le langage* - and *a language* in the sense of individual languages such as French or English. He defined *a language* as *la langue*, stating that *la langue* is both a "produit social de la faculté du langage et un ensemble de conventions nécessaires... un tout en soi et un principe de classification".²¹ This classification and organisation of signs took place according to fixed rules which regulated potential combinations, predicting some and excluding others, within a given language system. It is also useful to note another key concept taught by Saussure, that of the difference between *langue* and *parole*. The word *langue* refers to the (synchronically) predetermined set of units of a language system. The term *parole*, on the other hand, refers to the use made by the individual, or group, of these units of a language system, still within the constraints of use in combination imposed by that system. This selection and combination at the level of the language community as a whole, at the level of *parole*, gives rise to consideration of socio-linguistic aspects of translation problems, as discussed by Pernier (1980, see below). This is of importance for translation, since translation is now seen and accepted as dealing with facts of *parole*, not of *langue*.

A given language was therefore seen by Saussure as being defined and delimited in its communicative ability by the nature of the potential and allowed combinations of units, as much by what is excluded as by what is permitted in terms of combinatory action with regards to units of that language. Units of language are described as existing at different levels of complexity, starting with individual phonemes and including the word or word group at the level of language signs. The word *signe* is used to denote the linguistic form used to describe an object or concept. This concept or object, in Saussure's terminology, becomes the *signifié* (that which is designated by the *signe*) and the actual word or term used becomes a *signifiant* (the thing which is doing the designating). In other words, all units of meaning, whether one word, word group, proposition, or sentence which refers to one concept, are *signes*, but each one is a different *signifiant* for an individual and discrete *signifié*: a homograph may thus be a single *signe*, but this single sign may function as *signifiant* for different *signifiés* - e.g. bear = 1) verb, to put up with, and 2) noun, animal. The *signifié* (designatum) is what we understand to be the *meaning* of an individual unit. This is the level at which the linguistic approach to translation focuses attempts to describe and explain problems of translation, in terms of correspondence of units of meaning from ST to TT, by analysis of shifts in form and the concomitant function of the TL form within its system.

However, what is ‘translated’ is the designatum or *signifié*; the actual SL form can not be transferred or replicated in the TL.

In discussing the nature of the *signifié* and how it is defined, Saussure asserts that “le mécanisme linguistique roule tout entier sur des identités et des différences”.²² Identity is based on referential function rather than on form; in the 2e Cours, Saussure gives the example of the Geneva-Paris express at 20.45; the actual, physical form of the train may vary (engine, number and exact type of coaches, etc.) but the concept of the function remains constant. so that “toutes les fois que les mêmes conditions sont réalisées, on obtient les mêmes identités”. Linguistic units have meaning through their association with other units with which they are combined.²³ “La valeur de n’importe quel terme est déterminée par ce qui l’entoure”.²⁴ It is the system itself, and not any external features, which will determine the role and the “meaning” of each unit. Hence by analogy, any reference to extra-linguistic factors will not assist in a description of what language is and how it functions. This is one of the main disadvantages of the linguistic approach to the study and description of problems of translation; macro-level considerations of text-function and intertextuality in the target culture, target reader needs and prior knowledge, are all not accountable for in this approach. Another problem of this perspective is that although the link between *signe* and *signifié* is known (usually) to be arbitrary, not motivated, in translation it is sometimes easy to forget this and look for some kind of language-based link between the two, ignoring also the way in which intrasystemic combination generates and modifies meaning in use. This is when false analogies or false etymologies lead to misinterpretation of the ST unit.

In conclusion, for Saussure the system determines the forms of language signs available for reference to specific substances; it is synchronic in nature, in that the system of relations is describable only in terms of contemporary co-existence. This view of language is described as structuralist and relativist. As language evolves over time so this interdependence of elements will undergo a degree of change. The implication of Saussure’s insistence on the system as the defining parameter of meaning is that in translation there can be no instances of direct or near correspondence of meaning for units which may appear to refer to the same aspect of reality, since the meaning of each unit is determined by its role within the network of relations of a given language. This applies to lexical and syntactical units. Harris argues that in a sense, even intralingual communication could fail, since each user is relying for the construction of his intended message on an individual perception of the combinatory and contrastive values of the units used to express a message.

Saussure's view of language does not however provide sufficient scope for the translator, in his role as cross-cultural mediator, to take into account various other factors which affect his interpretation of the ST message and his reconstruction of that message for the TL user. Saussure's desire to construct a scientific account of the phenomena of language through investigation and comparison of the systems of different *langues*, together with his desire to formulate general laws to account for these phenomena, meant that he excluded considerations of other aspects of the way language functions at the level of *parole* as a communicative tool and as a social phenomenon. This approach also offered little encouragement to the study of translation as intercultural language-based communication, focusing as it does on the intralingual, intra-systemic mechanisms for the representation of meaning.

This discussion of the work of Saussure is intended to serve as a framework within which to view the work of those translation scholars who developed Saussure's ideas in the context of Translation Studies.

Vinay, Darbelnet

A simple journey from Montreal to New York was the stimulus for the fundamental work of Canadian scholars, Vinay and Darbelnet, on strategies for translation between the language pair English-French (*Stylistique Comparée de l'Anglais et du Français*). Their interest was aroused by the nature and tone of the road-signs in English which implied, as they describe it, an approach which was "presque paternel et doucement autoritaire". Given that the nature of the designata, including problems of traffic congestion and the nature of this traffic, road-works, weather conditions, changes in the status of the road, are problems requiring information to be made available to the motorist in most countries, regardless of mother tongue, it seemed to the authors that the choice of terms, the syntactic structures, the emphasis on 'concrete verbs', actions rather than concepts, immediacy of reference, all pointed to a certain world-view dominating the selection of these aspects of the message.²⁵ They illustrate this by reference to the nature of the language signs used, for example, that in Canada, "slow" (adjective with implied imperative and having an adverbial function) becomes "lentement" (adverb) and that in fact in mainland France this instruction would in fact be rendered by an imperative in the form of an infinitive "ralentir", thus indicating some element of interference between English and French in the Canadian francophone environment; that "slippery when wet" (two adjectives linked in causal relationship by adverb of time) becomes "glissant si humide" (where one adjective is conditional upon the other), showing a difference in perspective.

From these and other examples the authors conclude that knowledge of the characteristics of each of two languages in contact allows the transfer of a message from the forms of one language to the appropriate forms of the other language, whilst stressing the fact that the same “*réalité*” or experience will most likely be interpreted in L2 by the use of different forms or structures to those used in L1. This premise, which presupposes the existence of a shared form of reality, or at least one having many features in common (as assumption which may be valid for the two languages concerned but will not always be so) opened up a new view of translation as a process which is closely linked to and dependent on some form of what these authors describe as comparison of stylistic features (“*stylistique comparée*”) of both languages in contact, with translation being described as being above all a “*discipline comparée*”. The work is also subtitled, “*Méthode de traduction*”, although the authors stress that this method can only generate observations of comparability of use in context for a given period of time, since use and therefore style will vary over time and thus instances of correspondence of function of given forms between L1 and L2 will only hold true for synchronic instances of use. This point is later recalled and emphasised by Neubert,²⁶ who states that equivalence (of function) only holds in context, with the additional proviso that equivalence only holds between versions of a given text in L1 and L2 in immediate contexts of use.

Vinay and Darbelnet warn that their contrastive approach will not by any means generate a fail-safe method of translation, since it does not take into account factors such as creativity on the part of the ST author in varying his use of language. However, they claim that such an approach can at least serve to identify instances of comparable function across languages at the level of units of meaning and units of language, whether lexical or syntactical, where there is arguable an optimum solution or choice which can be valid for many, but not all, contexts of use, provided that the situations of production are broadly similar for these contexts (temporal and socio-cultural).

The value of this approach is that it seeks to equip the translator with some ready-made strategies as potential solutions to frequently encountered problems of message transfer at the micro-level, in the context of translation as interlingual mediation of a message. Through careful and repeated analysis of stylistic features of text types it may be possible to predict successful choices at the level of the micro-unit, thus reinforcing the view of the authors that translation is a “*discipline exacte*”,²⁷ which can therefore be possessed of some degree of systematic analysis and predictability. They do not deny the element of choice which will be inherent in the process as a result of the individual translator’s interpretation of the ST author’s style and the

decisions of the former regarding the recreation of stylistic effect as well as in the transfer of the message.

However, the authors do stress the importance of knowledge of “la grammaire et le vocabulaire, la connaissance de toutes les nuances de la langue étrangère et toutes les ressources de sa langue maternelle”. This situates the approach very much in the linguistic tradition of Saussure, especially with the emphasis on. “comment fonctionnent les pièces du système” in order to recreate SL concepts in the TL. They do add that the “psychologie des sujets parlants” is also of importance but this refers more to text producer than to text receiver, thus emphasising the importance of SL author intention but neglecting TL user needs.

Based on this approach, Vinay and Darbelnet divide their observation of reliable and repeatable strategies for translation into three major sections; *le lexique* - aspects of lexis; *l'agencement* - how words fit together in a sentence, i.e. syntax; and *le message* - which relates to factors such as situation, context, meaning in context, stylistic effect, the impact of world-view and resultant differences in perspective on the conceptual structuring and presentation of information; also included are questions of cultural references - their culture-specificity and transferability or translatability across languages. The authors' aim is to identify “les cheminements qui permettent de passer d'une langue à une autre”, based on certain underlying principles relating to Saussure's concepts of *signe*, *signifiant*, *signifié*, *langue*, *parole*, together with the concepts of : *servitude* - the extent to which systemic relations are pre-determined by the rules of the individual *langue* , or to which there is freedom of choice in the selection of language units to represent units of meaning; and the potential for combination of these items - *option*.

Genre and register are two other important factors which will affect the identification and classification of strategies; others include aesthetic considerations and functional requirements, mainly arising from use of language for specific purposes, which they describe as “spécialisations fonctionnelles.....au profit d'une spécialisation technique”, which would seem to indicate that function is determined at the level of use of language rather than at the level of designated objective (function and impact) of a particular message for the target reader. In other words, a text is technical in function because of the nature of the discourse type rather than because it deals with a technical subject in a factual and informative manner and is aimed at a specialist audience. This would appear to be the reverse of what is now taught by text-linguists and those interested in functional approaches to translation, namely that the intended purpose of the TT in the target culture will determine the form, register and discourse type to be

adopted in production of the TT, although of course the need to identify the ST type by means of analysis of its characteristics is a fundamental principle of Nord's approach to translation, intended to assist in the production of the TT on the basis of functional constancy.

A further aspect of Vinay Darbelnet's approach is the identification of the unit of translation as operating at different levels: unit of thought/ conceptual unit, lexical unit or syntactical unit of translation (based on overall composite meaning, not on constituent individual signs). The unit of translation is the linguistic manifestation of the unit of thought, but will still be subject to the rules of the language system within which it must operate. This emphasis on the sign as an integral element of a regulated system excludes any reference to the importance of contextual use and intended function of the text as a functional unit having a global message.

Vinay and Darbelnet discuss detailed examples of the various types of unit and how the same conceptual realities are categorised differently within languages, as a result of the language system and depending on the overall worldview. Social consensus plays a role in this conceptualisation and the translation process may highlight lacunae in the target language in this respect, which will then pose translation problems. They draw particular attention to the different approaches to generalisation and specificity of reference between French and English, to different stylistic conventions, to concrete versus figurative use of language, to subjectivity versus objectivity of presentation of information, to potential problems arising from faux amis and to differences in use of syntax. This list is simply indicative.

They offer different categories of strategies to describe particular decisions made by translators, based on comparison of SL and TL units of language. These decisions can serve as potential strategies for translators when dealing with similar SL units in comparable contexts of ST and TT production. The categories or strategy types are as follows:

*1. emprunt/ loan - where an SL term is used in the TL, for reasons of economy or due to a lacuna in the TL system, with no TL term being able to cover precisely the same combination of concepts:

from French: *entente cordiale, coup d'état, fait accompli*

from English: *le marketing, le parking, le leader, le soft*

*2. calque - a through translation, where individual words of a compound or composite sign, often used to designate a culture-specific concept, are translated literally into TL signs. According to Vinay and Darbelnet, this form of literal translation may operate at the level of syntactical structure, expression or lexis: over

time new forms may be introduced to the TL through familiarity and repeated use. filling lacunae, replacing or co-existing with more TL units:

weekend - fin de semaine

House of Commons - la Maison des Communes

*3. Literal translation: where the TL translates SL words instead of using more appropriate TL units in context or in collocation:

I left my glasses downstairs - j'ai laissé mes lunettes en bas (instead of - j'ai oublié):

Il fit un tour - he made a trip

This strategy can lead to the production of a different aspect of meaning in the TL. Sometimes it can result in a combination of TL units which has no apparent logic or meaning; does not conform to TL norms for syntax and expression; or a form of expression which cannot be interpreted within the TLC context or involves a shift in register.

*4. Transposition: a shift in form of syntax but no loss of meaning:

il traversa la rue en courant - he ran across the street

gladly - avec plaisir

dès son arrivée - as soon as he arrives (arrived)

adequately to protect - une protection suffisante

Transposition can occur either due to the constraints and rules of the TL system or for reasons of individual preference and choice between acceptable alternate TL forms.

*5. Modulation: partial substitution of elements in order to conform to culture-specific use

il est pauvre comme un rat d'église - he's as poor as a churchmouse

Modulation involves a "variation in the message",²⁸ resulting from a shift in viewpoint. This strategy is necessary when literal translation or transposition do not offer a TL unit which is stylistically appropriate.

*6. Cultural equivalence: recourse to different forms which convey the same informatiave and affective function:

aie ! - ouch

hein - eh ?

Bon appetit - enjoy (your meal)

Salut, santé - cheers

Phew - ouf!

This involves different syntactic structures and forms of stylistic expression leading to an equivalence of effect.

*7. Adaptation: this strategy is useful when the situation or context referred to in the SL does not exist in the TLC:

en arrivant il fit la bise à tout le monde - when he arrived he shook hands with everyone

This involves substitution of culturally relevant contexts and situations in order to maintain equivalent performative and functional effect, through the creation of a frame of reference which will be readily accessible to and identifiable by the TL addressee.

These strategies are then summarised as being either: “Traduction directe” - literal translation, substitution unit for unit, or “Traduction oblique”, involving paraphrasing, modification or adaptation, often one or more in combination. Vinay and Darbelnet seek to differentiate between optional and obligatory translation procedures, thereby giving some weight to the criterion of stylistic appropriacy and acceptability, depending on the context of text production.

In summary, the linguistic approach of Vinay and Darbelnet, in the tradition of Saussure, can clearly be seen to view translation in terms of a process involving considerations of use of language as part of a predetermined system of relations on the level of lexis, syntax and style; they state that the discipline of translation is based on “deux lexiques, deux morphologies” as well as on “deux conceptions de la vie, deux cultures” (1972:21). Where it is addressed, functionality is considered at the level of the micro-unit in terms of the special use of language.

As noted above, the question of which this approach does not give adequate account is that of the text as a global message or unit of communication. For Vinay and Darbelnet the text is “l'énoncé” (the utterance) or “un passage donné” (a given extract or passage), giving the impression that translation can operate first and foremost at this level. Little consideration is given to the needs of the target reader; these are assumed to be identical to or catered for by the target language as a coherent system which will determine and regulate the nature and size of the dose of units of information to be dispensed according to TL conventions of style. Text type conventions are of relevance only in so much as they refer to style (the accepted form of expression, register and tone for a particular type of communicative act); no real attempt is made to establish conventions in terms of message function and impact and how these considerations will determine choice of language units. The emphasis on the linguistic nature of the unit of translation will indeed produce predictable strategies for comparable instances of units of meaning in similar contexts of use but will not account for nor allow predictability of transfer of meaning in instances of change of message function across cultures, nor in circumstances where the target message receiver has a different profile and different needs to that of the SL target receiver.

This approach lends itself well to the pedagogical use of translation as a language learning exercise, in that it encourages the student to draw on language competence acquired separately for each language and to compare use and style of one with the other, thus inculcating increased awareness of the function of each language in isolation as well as the different (or similar) ways in which similar concepts or experiences are expressed through the available units of each language system. However, for reasons explained above, the approach may be of limited benefit, even at early levels of language competence, without more specific reference to the wider issues of context, function and intended impact on the target reader. Perhaps, in Newmark's terms, this is a more source-text oriented approach to the process of translation since comparison will tend to describe TL choices in terms determined by the ST, or to recall Toury's view, choices will be made in terms of their adequacy to corresponding SL units.

A further application of this method is claimed to be its relevance for translator training, since in order to translate one has to understand the ST message. This is indeed one of the stated aims of the authors, who hope to offer practical guidelines on how to translate, for non-specialist translators. Vinay and Darbelnet seek to establish whether or not the translator adopts a comparative approach and if so, whether the categorisation of different procedures can be said to contribute towards or constitute a generalised theory of translation.

The third area of relevance of this method is the insight into the world-views of the two cultures in contact and how these views are expressed through greater or lesser explicitation and differences in "découpage de la réalité" as structured by both world-view and available elements of the language system, leading to an enhanced awareness of how each language system functions.

Nevertheless, the focus of this approach is still on the individual components of the ST message and a contrastive and comparative level of language competence in L1 and L2. Correspondence of communicative function (described by Delisle as "equivalence")²⁹ is still evaluated at the level of linguistic units operating within language systems, not in terms of discourse function across cultural communities. This approach is clearly of importance in the development of a more systematic approach to the problems of translation as message transfer across languages, since it does move towards consideration of extra-linguistic factors, but only in so far as these are manifested through actual instances of selection and use. It does not allow for close study of aspects of intra-textual considerations such as coherence and cohesion, nor of the function of the text as representative of a type within a wider system of texts, at

the level of text type and at that of cultural repository of all text types. Acceptability to the TL reader is not as important as perceived correspondence to the SL unit of meaning, nor is informativity considered as a necessity dependent on cultural phenomena, more as a stylistic feature of perspective. In the words of de Beaugrande (1978), this approach tends to focus attention on “ incidental incompatibilities among languages”³⁰ rather than on a systematic framework for accounting for instances of correspondence of communicative function across languages. As Delisle notes,³¹ linguistic analysis alone cannot account for all aspects of communicative function that can be identified through (source-) textual exegesis; the need for ST analysis prior to translation is also a key feature of Christiane Nord’s approach to effective intercultural communication (see below).

In conclusion, it could be argued that this approach has been instrumental in establishing criteria for a systematic consideration of use of language for the purposes of predicting successful translation strategies. Its main drawback is its focus on the micro-unit which excludes certain considerations which are not only central to other schools of translation theory but are also self-evidently of importance in any discussion of the various aspects of the process of translation. Any description of observed instances of performance would be inadequate were it to focus solely on those aspects proposed by Vinay and Darbelnet; on the other hand, any such description would be equally inadequate were it to ignore the importance of awareness of the potential for correspondences of function at the level of units between language systems, in order to focus on the wider issues of text as message and textual function in the target community. Following Saussure’s view that meaning is constructed through intrasystemic relations between signs, it would appear that the creation of a global text message can only be effected through consideration of how individual signs create meaning through combination within text segments and within the overall text.

However, it could also be argued that focus on TT function as the main criterion could lead to a situation in which translation becomes adaptation, where the length, structure and even conceptual content may differ significantly from those of the ST. Whilst this may be perfectly acceptable in translation situations for some text functions, in the field of multilingual advertising the aim is maximum effectiveness for minimum expenditure, so that constraints imposed on the translator will include those of near-correspondence of length and structure between ST and TT, for reasons of lay-out, production and immediate identification across languages. Discussion of a more text-oriented approach will attempt to show how these objectives can be met; it will then be shown how a combination of criteria for analysis drawn from both approaches, the linguistic approach and the text-linguistic one, can give a

comprehensive framework for text analysis which could assist in the evaluation of potential impact, and therefore success, of an advertising text, within a broadly functional approach.

Before discussing the principles of the text linguistic approach and other approaches to translation, it will be useful to consider two other forms of linguistic approach to the discipline, in order better to identify the shortcomings of such a purely language-based approach.

Jakobson

A seminal paper by Jakobson, entitled, "On Linguistic Aspects of Translation" (1959),³² attempts to review the question of the possibility or impossibility of translation, stating that "all languages differ in what they *must* convey and not in what they *may* convey". In other words, reiterating the view that the rules of the language system determine how a concept can be expressed but that the dynamic feature of language ensures that regardless of the rules of the system, it should be possible to express new concepts within the framework of intrasystemic relations. Jakobson situates translation within a semiotic framework, with his three forms of translation: *intralingual* (i.e. paraphrase or rewording); *interlingual* (what could be described as 'translation proper', interpreting the signs of one language through the signs of another language); and *intersemiotic* (sign interpretation between two different code systems) in accordance with the Peircean principle that any form of sign interpretation is a form of translation (see Chapter Three, Semiotics).³³

Gorlée (1994) discusses and reinterprets Jakobson's views in her study of Peircean semiotics and translation, explaining that *intralingual* translation is directed towards the "creation of equivalences on the abstract, symbolic level of the genuine sign, where the object of the sign is independent from the sign". This form of translation is made possible by the dynamic nature of language.

Gorlée sees *interlingual* translation as involving what Jakobson describes as "two equivalent messages in two different codes",³⁴ so that translation both illustrates differences between languages and shows how these can be overcome. The re-interpretation of (SL) signs by means of other (TL) signs is a semiotic process. For Jakobson, the meaning of a linguistic sign is a "semiotic fact", that is, meaning can only exist through a semiotic relationship between sign and signified; this meaning is exemplified through semiosis, as described by Peirce (see Chapter Three, Semiotics) where one sign is interpreted through another sign, "a sign is not a sign unless it translates itself into another sign in which it is more fully developed".³⁵ In interlingual

translation, as in intralingual translation, Jakobson is interested in the concept of “equivalence in difference”, referring to the ability of any language to express concepts already expressed in another language, albeit in different forms or signs to those of the first language. Instances of non-correspondence of form between languages can be compensated for by translation strategies involving intrasystemic shifts within the TL.

As for *intersemiotic* translation, for Jakobson this refers to the “recodification of linguistic text-signs into nonlinguistic codes”, (for example, from verbal to visual languages, words to painting), rather than from one nonlinguistic code to another (painting to photography).³⁶ In intersemiotic translation, it is assumed that source and target codes are able to conceptualise and convey meanings to similar effect although in different ways. Any shift in the form of sign function (see Chapter Three, Semiotics, for description of icon, index, symbol) will result in a loss of precision of corresponding function. Gorlée concludes that any neglect of the “higher dimensions of the sign”, that is, of the more abstract, symbolic functions of sign-meaning relationship, will lead to a “strong informational loss”. This proposition is of real interest to the translator, and particularly in the field of advertising, in that careful attention to recreation of parallel sign function between source and target texts, where possible, will minimise the potential for (partial) loss of transfer of meaning and thereby reduce the potential for (partial) loss of effect.

The interest of Jakobson’s approach lies therefore in his attempt to relate the function of the linguistic unit to a theory of sign function (c.f. Peirce) in order to propose a cognitive approach to the study of translation rather than a more essentially linguistic one (in the sense of the word as described in this chapter). As Gorlée (1994) states, Jakobson was one of the first to try to apply Peirce’s philosophy of sign function to linguistics. It is the view of Gorlée that by emphasising the semiotic function of the sign, Jakobson “rescued... the meaning aspect of the linguistic sign”³⁷ from the more narrow view of Saussurean structuralism, where the emphasis was on meaning as a product of intrasystemic relations rather than on how individual signs represent meaning (i.e. on how the sign-signified relationship can be described according to different categories of sign function). However, Jakobson still does not give adequate account of the interpretant or of the sign interpreter, both of which are central to Peirce’s work.

For Jakobson, context also serves as a kind of code which regulates sign function; this context must be capable of being expressed in verbal signs and comprehended by the addressee. Within a clearly defined context, the process of semiosis applied to

interlingual sign interpretation would therefore allow the translator to determine the level of constancy of message content which can be achieved in the process of intercultural, interlingual translation. The main difference between Jakobson's interpretation of this, and the original of Peirce, is that Jakobson defines translation as being a metalinguistic process which always involves language, whilst Peirce's theory had wider implications and was intended to apply to a general theory of signs, whether linguistic or other in nature. Jakobson further underlines the importance of the study of semiotics for future research in translation and that is why, given the general consensus on the relevance of Jakobson's work to Translation Studies, it is curious that there has not been a major thrust in the field of research into an interdisciplinary approach to Semiotics and Translation, apart from the work of Gorlée (1994), to which reference has been made in this discussion of Jakobson's work.³⁸ Whilst a few works relating to translation and semiotics are listed by Gorlée,³⁹ none of these works have become frequent sources of reference for mainstream scholars in any of the different approaches within the discipline of Translation Studies, nor indeed has the work of Gorlée, so that Jakobson's contribution to the relevance and role of semiotics within the translation process must remain, by virtue of the respect generally accorded to this scholar, one of major significance.

Catford

Writing in 1965, Catford proposed a linguistic theory of translation in which, as explained in Chesterman (1989), one of the main aspects is the distinction made by Catford between equivalence as found between texts, the "textual level", and equivalence described as "formal correspondence". Textual equivalence holds between two texts or two segments of texts (ST and TT), where a TL form is seen to be equivalent in function to an SL form, based on the competence of the individual translator (e.g. *il est beau* - *he is good-looking*, could be text segments). The concept of formal equivalence posits the existence, in a target language, of a syntactic form or language unit having exactly the same function as that of a given SL unit, within Catford's framework of units based on class and structure (e.g. syntax within a system, lexical sets). Catford does note that it may only be possible to establish formal correspondence on the basis of textual equivalence, but this is still text, not context dependent. Chesterman asserts that, "Translation equivalence, in the usual sense of the term, is thus defined situationally, not semiotically".⁴⁰ This reservation is echoed by Neubert (the only viable notion of translation equivalence is that "equivalence only holds between L1 and L2 items within the framework of the individual text or texts").⁴¹

Catford notes that cultural factors, linguistic ambiguity or collocational constraints may lead to problems of “untranslatability”. Situational factors such as context are recognised as having some bearing on textual equivalence, in that for this to occur there must be some similar “features of substance”.⁴² Translation shifts are operations which take place at different levels of language, from grammar to lexis or within syntactical forms. In fact, Catford describes translation as, “an operation performed on languages: a process of substituting a text in one language for a text in another”,⁴³ clearly underlining the primacy of language and almost refusing to attempt to describe or account for less easily definable factors such as cultural, situational and contextual variations.

Whether translation is *full* or *partial* will depend on the extent to which a text has been subject to different translation processes, within the framework of a hierarchy of what Catford calls “textual material”, that is, where units of translation are ranked according to grammatical hierarchy, from unit, to sense group, to clause, to sentence. Total translation, following a structural model of language, involves the replacement of all SL units by TL units of similar rank or level; restricted translation is where an SL unit comprising different levels (grammar, lexis, phonology, graphology) is replaced by a TL unit at a single level (a form of simplification, implicature or compression).

In support of this approach to translation, Catford argued that:

since translation has to do with language, the analysis and description of translation processes must make considerable use of categories set up for the description of languages. It must, in other words, draw upon a theory of language - a general *linguistic* theory⁴⁴ (my italics)

In his 1980 text, Analyse de Discours comme Méthode de Traduction, Delisle argues that Catford did not contribute any new ideas to the linguistics of translation, simply that he redefined existing concepts, such as “free translation” by means of the term or label of “unbounded translation”. For Delisle, Catford reiterates what was already accepted in the world of translation scholars, namely that word for word translation is not usually possible or desirable. However, Delisle does argue that where Catford’s arguments are of interest is in his description of the very restricted (according to Catford) number and types of instances where it is possible to replace SL textual material by equivalent TL textual material, although here again Delisle notes that this almost never occurs in the day to day tasks of translation, so that these instances are of minimal interest in the perspective of the whole approach to cognition within the

framework of translation. His main criticism of Catford is that the categories proposed for description of translation operations or shifts do not take into account features of discourse; focusing as they do on features of language function. Catford's categories ignore what had, by 1980 and as a result of the work of scholars such as Nida and Perlmutter *inter alia*, come to be seen as integral aspects of the translation process, namely the role of social and sociolinguistic contexts, discourse conventions, target culture and addressee needs. Closer analysis of Catford's translation operations will show whether this criticism is valid.

Within his *linguistic* approach to translation, Catford attempted to explain how and when it might be possible to define rules for interlingual transfer, by stating levels of probability for the substitutability of a particular TL form for a given SL form, but noting that this probability would need to be circumscribed by a formula which would assert something along the lines of "if A, then B; if not A, then C, D, or E", in order to show the necessary conditions (syntagmatic, pragmatic, semantic, stylistic) for apparent interchangeability, in the translation process, of units from two different language systems.⁴⁵ Transpositions or shifts which occur at the level of formal correspondence are described in terms of "level shifts", for example, from grammar to lexis or vice versa; also between verb tenses and aspects, for example, between Present Perfect in English and Passé Composé or Passé Simple, or how to deal in French with the difference between Present Simple and Present Continuous in English. This is a useful and valid attempt to describe translation operations, offering a concept which takes into account the different functions of units of language within each language system, recalling Jakobson's observation that languages differ not so much in what they are able to express but in the manner in which they can express this. This approach also explains why there will sometimes be an apparent "formal correspondence" where two units or language forms may seem to express the same substance, but this may only occur in a particular situation and the same level or degree of correspondence may not exist where there are additional or different language units or elements of substance to be taken into account, which is highly likely to be the case, since no two situations can be said to be absolutely identical. Nevertheless, it is useful to be able to explain why and how apparent instances of formal correspondence can and will occur, if only to alert the translator to the rarity of such occurrences and thus to the need for very careful reflection and choice of appropriate strategies in order to maximise effect, especially in the translation of advertising in view of the specific text function, communicative aim and importance of impact, but more generally for all text types and communicative events.

The second type of shift described by Catford is that of category shifts, which are subdivided into structure-, class-, unit- and intra-system shifts. A category shift is necessary where there is no possibility of formal correspondence of units. Catford relates this type of shift to the notion of “rank-bound” correspondence, claiming that whilst it is very often possible to achieve correspondence at the level of the sentence, thus permitting shifts within the sentence to conform to TL systemic and stylistic demands, sometimes correspondence needs to be established at a lower level of structure, perhaps at the level of clause, word group, word or even morpheme. “Bound” translation occurs where correspondences are deliberately fixed (by the translator) at these lower levels and this approach to translation is most likely to produce unacceptable structures or style in the TL, as it ignores the relevance of (language-specific) rules of intra-systemic relations and conventions of style.

Structure shifts are seen by Catford to be the most frequently used. They may relate to clause structure, including the order of presentation of elements of substance or grammatical class, for example the positioning of the verb in an English clause as compared to its position at the end of a German clause; or they may relate to group structure, changing the composition or form of a word group (for example, Catford gives the shift in word order from English to French - *a white house* becomes *une maison blanche*).

Class shifts are defined as those where a translation “equivalent” has a different function to that of the SL unit, with the example above of *white/ blanche* being used to show that although function is apparently similar, there is in fact a difference in class as a result of formal distribution. Since in French adjectives can precede or follow the noun, depending on different conditions of collocation, occurrence and meaning, the fact that in English the adjective precedes the noun and in French, in this example, it follows the noun, means that on a very fine level of analysis, in this particular example these two adjectives (*white/ blanche*) belong to different word (sub-)classes.

Unit shifts occur where there is a change of rank, where there is no formal correspondence and a TL translation equivalent is a unit at a different rank to that of the SL in the ST. For example, in French one might find a past participle where in English a complete clause may be required to express the same substance: *le concert fini, ils sont rentrés* - *once the concert had finished, they went home*.

Intra-system shifts are those shifts where, despite an apparent formal correspondence at the level of the unit of translation, the rules of the target language system necessitate some difference of form. Catford lists examples of nouns which are used in the

singular in English, but plural in French, and vice versa, e.g. *advice/ les conseils: trousers/ le pantalon*. He also looks at the differences in the use of the definite and indefinite articles in English and in French as a further illustration of this kind of shift.

Catford concludes that the notion of translation equivalence (his descriptor for text unit mapping from ST to TT) cannot be determined solely at the level of formal correspondence. He proposes that the main aim should be textual equivalence of units of language, although he offers no categories regarding context, situation or culture-specific references.

It can thus be seen that Delisle's criticism was founded, in that Catford takes no account of the features of target culture conventions with regard to text type within discourse type or genre, whether relating to language or stylistic conventions, nor of target user needs within a given socio-cultural context. In defence of Catford's attempt to categorise translation operations in terms of shifts, it has to be argued that even when adopting an overall functional approach to translation, it is useful, for cases where a unit of translation may correspond to a language unit, to have a more specific frame of reference within which to describe translation strategies and perhaps to predict possible choices at this level. Analysis of transfer strategies within the framework of this study has also highlighted the usefulness of strategy types at the level of intersystemic shifts in the description of transfer procedures observed in performance.

Mounin

Mounin's work, Les Problèmes Théoriques de la Traduction builds on Nida's insights to incorporate a view of translation as a point of contact for both language and culture. He also reviews and evaluates the contribution of the linguistic approach to translation, concluding however that this in itself does not suffice to explain how meaning, which at the level of language units is systemic in nature, can be transferred from one language to another.

With reference to the representation of meaning by use of language signs, Mounin comments that since, according to Saussure, "la partie conceptuelle de la valeur d'un signe est constituée uniquement par des rapports et des différences avec les autres termes de la langue", then it must follow that for simple systemic reasons "les mots n'ont pas la même surface conceptuelle dans les langues différentes". This presupposes the existence of an underlying reality which can be accessed by all. In fact, Mounin claims that the existence of universals of semantic representation, of culture and of the principle of syntactic interdependence of elements of a language can overcome

problems posed by differences in world-view and cultural perspective and that a linguistic approach to translation based on Saussure's definition of how sign-meaning relationships are created will not cater for solutions to these variable factors. In fact, he asserts that Saussure's view ought to be taken as proving the invalidity of a word for word, sign for sign approach to translation and he further develops Nida's discussion of how to recreate in a TL culture-specific references from an ST, taking the examples of the different types of French bread, or Italian cheeses and querying how these could be accounted for in a TT in another language/ culture for which these varieties did not exist. A further example is given of how different cultures segment reality through reference to the different possible interpretations of the term *capitalism*, sometimes described as popular, or democratic, or even of the term *democracy* itself, according to the political regime in power. Mounin suggests that comparability of broader aspects of experience across languages and cultures, as well as common features of immediate communicative context, will nevertheless allow the translator to compensate for problems arising from non-correspondence of language signs and syntactic rules. This has been shown to be the case in some of the texts analysed.

Nevertheless, for Mounin, translation problems will not be reversible, that is, will not be the same from L1 to L2 as from L2 to L1, given the differences in syntactic and lexical relations between the two languages. This interesting reservation is clearly of interest to the scholar of linguistic analysis and categorisation, seeking to describe in order to categorise and therefore to predict and/ or to prescribe translation performance; but it is one which it would be difficult to test, if the principle of analysis of text-pairs as phenomena of translation performance is the basis for study, since there will be few or no incidences of back or reverse translation against which to verify findings observed on a uni-directional basis. Furthermore, in the context of a functional approach to translation, it is only necessary to achieve communicative adequacy in the direction of SL to TL, in a given communicative context.

In summary, Mounin enters into detailed discussion of the role of world views and the importance of establishing some fundamental situational characteristics in common for both ST and TT, emphasising that meaning arises from use in context and that attention to intrasystemic linguistic function alone will not suffice. According to Sager, the value of Mounin's work is that he "widens our horizon of reflection on translation" by "exploring the contribution of various fields to this subject".⁴⁶

3.2. A Sociolinguistic approach to translation

Pergnier

Although, in chronological terms, Pergnier writes after Nida, his work is more closely related to the linguistic approach to translation than to that of Nida and so should logically follow the discussion of this former approach.

The sociolinguistic approach offered by Pergnier (1970s) claimed to dissociate linguistic items from their systemic relations to one another in order to consider their intra-cultural function and from there determine the extent of the translatability of cultural phenomena.. However, he bases his approach on Saussure's definition of language as a system (*langue*) and language in use (*parole*), declaring his intention of remaining faithful to the "method" introduced by Saussure (for determining sign function within a system of sign relations), yet stating that "la traduction s'opère sur le message, qui est le pivot de l'acte traduisante", so that for Pergnier translation operates at the level of Saussure's *parole*, or language in use, and must be approached in terms of the communicative intent or message. He claims to focus on units of meaning in context but discusses this problem in terms of different conceptual values created by different sets of intrasystemic interrelations, apparently setting himself a contradictory task of combining two different approaches. Within his focus on the message, he notes that the "non-coincidence de l'univers désigné" can lead to problems of translatability. Pergnier then discusses the specificity of a sign to its context of use and based on the "rapports associatifs" within a given sign-meaning system,⁴⁷ proposing a differential analysis of sign-function in order to make translation decisions dependent on considerations of pragmatic aspects of the translation process related to ST author intention, the role of the translator and possible interference from his or her own idiolect in both SL and TL, the role of language specific conventions of use and for reference and the ultimate goal of adequacy of transfer of the message. Translation is thus seen as a reformulation process which draws on psycholinguistics, sociolinguistics, and contrastive stylistic analysis, although Pergnier rejects the emphasis of Vinay and Darbelnet on the latter, since he believes that this is the object of study of comparative linguistics rather than of translation. Additional emphasis is given to the synchronic and user-determined aspect of the form of language (*parole*) which constitutes the object of study and the message is described as meaning expressed through the systemic relations of *la langue*, "ce qui est formalisé est exprimé par ce qui formalise".⁴⁸

Although he states that translation of a message involves a code-switch and the activation of a different set of defining systemic relations, Pergnier concludes that it is

unlikely that what he calls a “scientific” approach to translation - one which, for him, would seek to determine and categorise all possible instances of interlingual message transfer - could satisfactorily take all socio-linguistic and linguistic factors into consideration. He thus attempts to combine concepts from Saussure’s linguistics with the need to consider socio-cultural factors and aspects of theories of communication, which may affect the translation process, resulting in an approach which still relies on the comparative analysis of linguistic units at the level of the micro-unit, with the focus on description of the transfer from SL to TL without adequate provision for reference to the TT function and the needs of the TL user and how these also affect the process. He does make reference to the target reader, but this reader is still the recipient of units of meaning expressed through elements of a code, so that the code rather than the target text function appears to dominate in determining appropriate choices of TL form. Pergnier states this himself when he claims, “dans la traduction il s’agit de dévêtir les termes de la phrase des relations morpho-syntaxiques spécifiques qui les formalisent pour produire un autre énoncé dans lequel ces définitions morpho-syntaxiques relèvent d’un autre système”.⁴⁹ Analysis of the SL message depends on analysis of the code; so does reformulation of that message in the TL. The sociolinguistic aspect relates more specifically to the form or manifestation of *parole*, therefore still closely linked to a linguistic analysis of the text, and not to culturally-determined discourse and text type conventions which will play a part in this manifestation of *parole* in the ST and TT.

3.3. Nida’s socio-cultural approach

Working in the field of Bible translation in the 1960’s, the American scholar Nida developed a more socio-cultural approach to translation which focused on the needs and world-view of the target user, so that the adoption of a more culturally relevant perspective to a message would relay the underlying intention or connotative values through a culturally recognisable language unit or reference, even if this involved the substitution of different frames of reference. He advocated a search, through translation, for the concept of *dynamic equivalence*. It has been argued that it is not always possible to predict with great accuracy the actual reaction of a reader to a text, since each reader creates an individual interpretation of the various nuances of textual meaning, based on a particular world-view, experience, socio-cultural and linguistic competence. However, in the field of Bible translation, it was perhaps easier for Nida to identify the (probable) intended effect of the ST in its conative and expressive functions, and thus to recreate a TT having similar functions aiming to produce a comparable effect on the reader. Nida emphasises the multiple stage process of translation, involving decoding, transfer and restructuring of concepts, so that analysis of syntax and lexis is undertaken in relation to the intended message, not in order to

seek comparable language forms in the TL. He stresses the need to view the individual units of meaning in terms not only of the specific units of the overall message which they carry, but also in relation to other units of meaning with which they form a whole.

Awareness of relationships between kernels (units of deep structure meaning) will enable the translator to select appropriate strategies for combination of different kernels in the TL in such a way as to bring out these relationships. Nida is concerned that syntactical analysis of the ST should lead to consideration, in relation to TL choices, of acceptability, informativity, coherence and degree of impact. He recognises the difficulty of weaning translators away from an over-dependence on surface structures (forms of lexis and syntax). Meaning can be clearly delimited through use of syntax or semantic markers. He recognises that different languages "segment experience in different ways" but claims that where interlingual and intercultural segmentation depends on perceptual differences, divergences between languages are not as significant as in the case of conceptual classification. This could be explained as follows: graded or differentiated perceptions along the spectra of colour, sound or taste will not prove so difficult to recreate in L2 as would, for example, the expression of attitudes within the framework of a particular metaphor, for example, in advertising, the notion of competition within a career being expressed in terms of battle "fight your way to the top"; the notion of tradition as a positive element at the service of quality; or the perception of time as a commodity to be valued or a resource to be used sparingly. However, Nida's criteria for assessment of TL choices, in terms of function and impact on the addressee, have proved relevant and useful in the framework for text analysis adopted in this study.

One of Nida's main areas of concern is how to deal with problems arising from culture-specific phenomena for which there is no corresponding concept or phenomenon of experience in the TLC. With regard to problems of connotative value, Nida links these to a form of discourse analysis which will delineate essential stylistic features of the text and thus allow identification of the emotive values of the structure of the communication. He thus appears to see connotation as being related to the way in which the reader is guided to interpret the message, not simply the associated values attributed to a given referential unit of language through social consensus. He firmly advocates that the function of the TT should determine TL choices at the levels of style and genre, stating that "the receptor role is crucial, for a translation can be judged as adequate only if the response of the intended receptor is satisfactory". This emphasis on the text receiver allows Nida to insist that translation should have as its object the reproduction, "in the target language, of the closest natural equivalent of the

message of the source language, first in terms of meaning and second in terms of style".⁵⁰ This is how he describes the concept of 'dynamic equivalence'.

Nida claims that translation can be studied 'scientifically', that is, through a systematic form of analysis which will generate theories about language structure based on observations from different languages, working from a basis of dynamic, not formal, equivalence, although he concedes that the greater the proximity of the languages in contact, the higher the probability that there would exist some degree of formal correspondence at the level of language units. He claims that it is the fact of having a "linguistic bias" which prevents translators from achieving the optimum balance between formal and dynamic correspondence.

The value of Nida's work to the discipline of Translation Studies is uncontested, despite the fact that his writing relates mainly to a very specific form of translation behaviour. He has highlighted the importance of culture-specific concepts and analysis of contextual use, of function in culture. The text user is given a new and far greater importance than in the linguistic approach to translation, so that intended text function and its related impact are the prime concern of the translator. In a recent lecture,⁵¹ Nida advised his audience, "Never trust someone who has a single theory of translation", meaning, perhaps, that there is no single rule or clear-cut prescription for effective translation. Perhaps the greatest contribution of this scholar has been to open the eyes of other translation scholars, in a very dramatic and clearly exemplified manner, to the importance of all the extra- and para-linguistic factors (world-view, socio-cultural context) which contribute to the interlingual mediation of a message. This view has informed the focus of this study.

3.4. Newmark's semantic and communicative approaches

Newmark defines what he describes as a "communicative" approach to translation, defining approaches in terms of the intended relative "fidelity" of the target text either to the ST author (style and tone) or to the TL reader (acceptability, informativity, coherence and cohesion) and therefore implying that his criteria for selection of translation strategies will not be based on purely linguistic considerations. His 1988 book, A Textbook of Translation, states that its purpose is "to offer a course in translation principles and methodology for final year degree and post-graduate classes, as well as for autodidacts and home learners", thus establishing an approach which will of necessity be prescriptive rather than descriptive, in order to fulfil the stated aim. Newmark lists the various contributory factors to the process of translation which have an impact on decision-making. These include those relating to the SL text - the author, the SL linguistic and cultural norms, context and traditions. Also included are

TL readership, linguistic and cultural norms, culture and context. He sees these factors as creating a tension at the moment of translation and seeks to confirm that translation is never impossible. Problems of translation can be solved by reference to a general guiding principle and to more specific guidelines for particular instances of problem types. Newmark notes that “in a narrow sense, translation theory is concerned with the translation method appropriately used for a certain type of text and is therefore dependent on a functional theory of language”.⁵² He reminds the reader of the contemporary interest in translation not simply as a pedagogical tool but also as intercultural communication, with a concomitant emphasis on “naturalness, ease of understanding and appropriate register” all of which suggest a target-text oriented approach as an overall principle.

For what might be termed *approach* in the wider context of Translation Studies, Newmark uses the term *translation*, thus indicating that the forms of approach that he offers are in fact clearly defined and identifiable methods. He lists various methods and their possible application, from those which are source-text oriented (word for word, literal, faithful and semantic translation) to those which are target-text/ target-user oriented (adaptation, free, idiomatic, communicative). Of these methods, Newmark advocates either semantic or communicative translation as being the most widely applicable and useful. A semantic method of translation is to be adopted in the case of texts for which the aesthetic or stylistic features are of equal importance to the precise conceptual content, so that the translator may have to accept some loss or modification of meaning in order to recreate certain effects. Newmark claims that such an approach requires empathy on the part of the translator towards the impact of the ST. A more frequently applicable method, for Newmark, is the communicative one, as this “attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership”.⁵³ He claims that only semantic and communicative methods fulfil the translational aims of economy and accuracy. However, in attempting to describe how different translation problems can be tackled within the framework of these approaches, Newmark’s list of procedures tends to sound more like a prescriptive list of rules than a list of observed phenomena, especially where he includes advice such as “badly and/or inaccurately written passages must remain so in translation if they are “expressive”... badly and/ or inaccurately written passages should be ‘corrected’ in communicative translation”.⁵⁴

Newmark discusses translation in terms of units of translation, taking the perspective of identification of translation problems through discourse analysis, with the text as exemplar of discourse. He dismisses the concept of the translation unit being as

described by Vinay and Darbelnet, preferring to see the possibility of translation units occurring at all levels of text structure (word, lexical unit, collocation, group, clause, sentence) but “rarely the paragraph, never the text”. This exclusion fails to take into account culture-specific instances of macro-structures of a text as functional units of translation. Aspects of textlinguistics affecting translation production are listed as being notional, lexical and grammatical, and relating to punctuation. Coherence and cohesion are seen as key factors of textual structure, as is functional sentence perspective (the “arrangement of the elements of a sentence in the light of its linguistic, situational and cultural context, determining its function within the paragraph and the text”⁵⁵). He lists different procedures for dealing with problems at the level of units of translation (all examples from Newmark except those marked *):

*1. Transference - loan or emprunt:

transfer of SL word to TL context : *décor, ambiance, joie de vivre**, *finesse**

*2. Naturalisation:

adaptation of SL form to conform to TL pronunciation and spelling conventions:

*London - Londres, Bretagne - Brittany**

*3. Cultural equivalent:

substitution of TL term for an SL term:

le palais Bourbon - the French Westminster

l'hôtel Matignon - the French Downing Street

*4. Functional equivalent:

use of a culturally neutral TL term where there is no direct equivalent:

*The Chancellor of the Exchequer - le Ministre des Finances** (interestingly, the French Press are beginning to ignore this neutral term and opt for a more literal translation - *le Chancelier de l'Exchiquier* which has no relevance in the TLC but must result from interference and an assumption of familiarity with the SL- examples noted in *Le Monde*, April - May 1997 during reporting on UK election results and on France Inter at regular intervals in 1997)

The Lord Chancellor - le Ministre de la Justice et le Garde des Sceaux

*5. Descriptive equivalent:

explanation of an SL culture-specific term in more detail:

*SNCF - French railways**

*Minitel - French computerised reference database accessible via the telephone line.**

*6. Shifts or transpositions:

a procedure which involves a change in syntactic form with no loss of meaning;

l'intéressant, c'est que:- what is/ it's interesting is that

le travail en groupe - working in a group

il vient de le faire - he has just done it

après sa sortie - after he had gone out

Newmark notes that, as for the case of French - Present tense + *venir de: je viens d'arriver/* English - Present Perfect + *just, I have just come,* in the case of Romance languages in contact, some syntactical transpositions are “standard” procedures.⁵⁶

If this is accepted as a valid comment, it could be argued that knowledge of these usually forms part of the translator's language competence and that these correspondences of syntactical use form part of the translator's repertoire of shifts or transpositions to be operated at a more automatic, less conscious level of decision.

*7. Modulation or change of perspective: Newmark is not convinced that this is a valid strategy, as he claims that Vinay and Darbelnet's examples for this cover a wide range of "random categories" which could be accounted for by other labels such as transposition and which tend to cover everything which is not literal translation. Modulation involves inter alia the substitution of whole for part and part for whole, mandatory or stylistically preferable transposition, abstract for concrete, cause for effect, reversal of terms, space for time, and as such is for Newmark a catch-all category.

il n'a pas hésité - he acted at once

shallow - peu profond

*rare - peu commun**

*8. Recognised translation: the officially agreed and accepted translation of a given term, usually institutional

e.g. for EC institutions, treaties, rules, principles:

*libre circulation - freedom of movement **

CAP - PAC*

Newmark states that recognised translations should normally be used, with a glossary where appropriate and if it is desired to show disagreement with the official version.

*9. Translation Label:

the Greens - les "verts"*

usually of an institutional term, often provisional and in inverted commas

*10. Compensation:

where loss of meaning, effect, style, metaphor or pragmatic effect, due to non-correspondence at the level of the unit of translation or to TL conventions, is compensated for elsewhere in the TT.

*11. Reduction and Expansion:

these will, according to Newmark, be the result of largely ad hoc decisions rather than patterned regularities of translation behaviour.e.g.

Reduction: (4T text)

4T, les mots aux 4 points cardinaux

Avec 4T devenez 4 fois plus performant:

Worldwide Contacts

Expansion: (ADP text)

soit les deux tiers de Paris intra-muros.

an area equivalent to two-thirds the area of Paris, excluding its suburbs.

these strategies explicitate implied meaning where the TL reader may not be able to supply this by interpretation or where the reference is culture -specific in its use; or

serve to make implicit a more explicitly stated SL meaning or potential range of meanings, either because TL conventions allow this or because the TL does not offer the possibility of a similar extent of explicitation.

*12. Paraphrase:

for Newmark this is an “amplification or explanation of the meaning of a segment of the text, when it is poorly written, or has important implications and omissions”.e.g. in 4T text, a text segment is paraphrase with amplification to give greater emphasis to the expertise of the company:

Quel que soit votre secteur d'activité, juridique, médical, scientifique ou technique, 4T vous donne le moyens d'exprimer vos compétences et votre savoir-faire.

4T has earned a name in this sector and it offers you the means to convey your expertise - commercial, scientific, legal or technical, in the language of your choice.

*13. Translation couplet:

where two or more of the above procedural examples are combined (couplets, triplets, etc: for example, an SL term can be used in conjunction with a description in the TL the PS - French socialist party*

*14. Synonymy:

According to Newmark, this is an instance of recourse to close or near-equivalent meanings, or fuzzy matches, to compensate for lack of direct correspondence of an item of lexis or syntactic structure between SL and TL. Synonymy is therefore a strategy for optimisation of approximation in the context of unavoidable partial loss of meaning. e.g in the Apple Text:

In addition, images give a professional look to your communications.

De plus, elles donnent une apparence plus professionnelle à vos documents

In this case, the strategy of recourse to synonymy may have been intended to give more specific reference within the particular context, to underline the fact of dealing with the written mode of communication, not oral.

Newmark also states that “translation procedures are used for sentences and the smaller units of language”.⁵⁷ His approach anchors decisions firmly in the realm of ST structure and composition; it may be that a source-text oriented translation is the natural outcome of consideration of the minimal unit of translation in such detail. Despite his stated desire to take into consideration factors such as “naturalness and acceptability”, Newmark could be described, in terms of approaches to translation, as being closer to Vinay Darbelnet than he may wish to be seen, and certainly further from the textlinguistic approach than he may think, in terms of the priority he gives to the concept of correspondence between SL and TL units based on operative rules for transfer. Context is, for Newmark, of variable importance, not necessarily a primary factor, and he criticises the emphasis placed on the text as unit of translation by

scholars such as Wilss and Neubert. He further feels that scholars working from the Textlinguistic approach and also from that of Discourse Analysis, such as Delisle, do not give sufficient attention to the practical applications of the concept of the text as a unit of translation in relation to problems at the level of individual units of translation and strategies to be adopted in order to solve these problems. In the light of discussion of the work of such scholars (to follow), it could be argued that this criticism is not entirely unfounded. Newmark's strategy types, as for those of Vinay and Darbelnet on which they are based, have been adopted for descriptive analysis in this study since they offer clearly defined types of transfer strategy for identification and their usefulness has been borne out in the description of strategies observed.

Criticism of Newmark's work could point to the fact that he also offers numerous rules for translation of particular instances of language use but often without specific reference to context of use or intended target text function as opposed to translatorial determination of overall strategy for TT production. Thus although the value of his approach is its aim to prioritise the communicative function of a translated message and to take into consideration the needs of the target reader, when he comes to the point of describing potential translation procedures, these are presented in the form of rules, so that the approach appears to become more prescriptive at the level of individual choices, despite an overall guiding principle which might be seen in the spirit of Toury's initial norm, i.e. a decision as to the degree of adequacy towards the SL message (semantic translation) or of acceptability for the TL reader (communicative translation). For Newmark, the desirable result of the translation process should be to produce a TT having "equivalent effect" to that of the ST. This equivalent effect is subsequently described as being functional, in the case of informative, performative or conative texts; emotive, in the case of aesthetic or expressive texts; and cultural, in the case of culture-specific contexts of production. However, having listed several do's and don'ts, rules and prohibitions, Newmark concludes that "translation is pre-eminently a matter for discussion rather than fiat", apparently contradicting his own methodology.

What is not clear from Newmark's approach is how to integrate considerations of function at the different micro-and macro-levels, since much of his analysis is based on individual examples of use. Thus the wealth of examples becomes both the strength and the weakness of his approach. His framework gives detailed, prescriptive advice on how to deal with types of translation problem but without guidance on how to achieve comparable communicative function at the level of the global message. One might sometimes have the feeling of not seeing the wood for the trees; although each tree is clearly identified and described in terms of units of a given system or systems,

these are generally isolated from the text and context of use. Decisions are justified in terms of syntax, lexis, stylistic or cultural correspondence and it is difficult to see exactly how and when expansion or omission, adaptation or substitution would be advisable and for what purpose. Nevertheless, his expansion of Vinay and Darbelnet's categories provides useful categorisation of strategies for the micro-unit, within a broader and more *interdisciplinary* or *integrated* approach to translation (see Baker, Snell-Hornby below) as advocated by this thesis.

3.6. Textlinguistics and the Functional Approach to Translation⁵⁸

Some Translation Scholars, in Germany in particular, have developed different approaches to translation, based on considerations of text typology, target text function and target user needs. These concepts form the basis of work by TS scholars such as Wilss, whose approach was founded within a linguistic framework and developed in the context of textlinguistics, in the 1960s and 1970s; also the *textlinguistic* approach of Neubert (1980s) especially in *Text and Translation*, (1985), later updated by Neubert and Shreve, in *Translation as Text* (1992).

A significant development in the approach to translation came with the work of Reiss and Vermeer, whose approaches involved a shift in the hitherto dominant focus, in Translation research, from the micro-unit to the text as a unit embedded in its target culture, in parallel to and building on previous work on the text as unit of translation. In the work of Reiss, one important aspect was the introduction of the concept of the intended text type as a determining factor in the translation decision-making process. Vermeer, in his *Skopostheorie* (1978),⁵⁹ (Reiss, Vermeer 1984),⁶⁰ further advanced the importance of the *function* of the target text in relation to its prospective target culture audience. The relationship between Source and Target text is predicated on a notion of *functional equivalence* at the level of the text, with the new proviso that it is sometimes possible for text function to change from SL to TL; for example, when translating or adapting adult classical literature for children, or specialist articles for a wider non-, or semi-, specialist reader). The success of the target text is determined in relation to its *adequacy* for its intended purpose, so that there is no such thing as a single, ideal translation, but that there are as many potentially acceptable translations as there are different target audiences. Nord (1988, 1991),⁶¹ developed Reiss's ideas about text typology as the basis for a functional approach to translation founded on comprehensive and detailed source text analysis. The functional approach to the role of the target text also led Holz-Mänttari (1984) to consider the role of the translator, resulting in a theory which sees translation as the product of translatorial action first and foremost.⁶²

As stated above, the work of scholars in linguistics has also contributed to the development of Translation Studies. Writing in 1978, in *Current trends in Textlinguistics*, Dressler presents a collection of papers which consider discourse structure in terms of coherence, cohesion, rhetorical construction, classification of text types, the theory of text reception. In 1981, in *Introduction to Textlinguistics*, de Beaugrande and Dressler present an analysis of a text as a communicative occurrence. The text is described as being structured according to seven standards of textuality, the first two (cohesion and coherence) being text-centred; others (intentionality, acceptability, informativity, situationality) are user-centred; finally, intertextuality is culture-specific and relates the text to the polysystem of texts within a culture, assuming certain prior knowledge on the part of the addressee. These are compared to the *constitutive principles* introduced by Searle (1970)⁶³; the authors also recall the *regulative principles* of Searle, these relating to questions of efficiency, effectiveness and appropriateness. A procedural approach is advocated, where a text is seen as being produced through a series of operations; units or text segments are described in terms of their function or use, as a means of “signalling meanings and purposes during communication” and the impact of the text type has to be evaluated in relation to its context of production. These concepts are taken up and developed in the field of Translation Studies by Wilss and Neubert inter alia, who built on early research in linguistic and pragmatic approaches to translation in the elaboration of a text linguistic and text functional approach.

For many Translation scholars, the linguistic approach was inadequate. Its close examination of linguistic units at the micro-level of translation segments did not provide for what they saw as more important considerations pertaining to the translation of texts and the role of the translator in the contemporary era. In contemporary translation situations, texts are more often likely to be functional (i.e. destined to perform a specific and clearly defined role for the target user, therefore non-literary, pragmatic texts) rather than literary (for aesthetic and stylistic purposes, cultural enrichment and enlightenment) and this too has a bearing on the importance of the needs of the text user and the intended TT function, whilst reducing the importance of close conformity to the ST and its (linguistic and stylistic) form. In other words, a more TLC-oriented approach is necessary for the translation of functional texts, where the form of the message has to facilitate its comprehension through the observation of linguistic, textual and cultural norms; although expressive form and stylistic impact are not the main objectives of the ST writer of the functional text, they are nonetheless elements of message transfer which may or may not remain constant, depending on TL norms.

For the textlinguistic and functional approaches, the text is the main unit of communication and the level at which priorities for translation decisions must initially be decided. All decisions at the level of micro-units of the text will conform to these priorities, which will be determined by the intended function of the text in the target culture. The function will determine the text type to be produced; the text type will be subject to certain conventions which regulate the manner and form of presentation of content, in terms of conceptual structure, typography and use of space, expected and therefore by extension, unexpected or unacceptable language forms, semantic fields, stylistic forms and punctuation. In contrast to the linguistic approach, which requires the translator to account, in the TT, for all ST units, or at least, which does not enter into discussion of the pragmatic necessity to translate (or not) every ST unit, the textlinguistic approach allows the translator to identify translation units at the level of macro- as well as micro-structure and to make decisions about whether or not it is desirable or necessary to translate a given ST unit. For example, in instructions for use of domestic appliances, wiring instructions for the UK may be irrelevant for the European market, where the appliance may be supplied with an integral plug. Where no plug is supplied, wiring conventions will differ. A further example would be the case of nation-specific requirements in terms of safety regulations and disclaimers or waiver of guarantee unless certain conditions are observed. In such situations the translator trained in the textlinguistic approach will simply substitute the appropriate wording, phrases or text segment, identified by reference to parallel texts, for the required unit function in the particular TL text type, or omit entirely a text segment, if not relevant in the TL text type/ function. These two approaches give greater scope for transfer strategies in TT production to be chosen according to TL, not SL, reader needs.

The Text-linguistic Approach

i. Wilss

Writing in 1982, in *The Science of Translation*, Wilss proposed a methodology for translation which could be described in some ways as transitional, from a contrastive linguistic approach in so far as linguistic transpositions from SL to TL systems are possible, but also advocating an approach which would look at processes and procedures, adopting a textlinguistic approach and attempting to define objective criteria for the evaluation of a target text. Wilss agrees with Nida and Taber (1969) that the “transfer itself is the crucial and focal point of the translation process”. Wilss further concludes that translation has a “primarily unidirectional character”⁶⁴ (supporting indirectly Mounin’s comment about the irreversibility of translation strategies). In his discussion of the translation process and translation procedures,

Wilss sees the need to develop “a data-oriented, language-pair specific programme of research in order to identify language-pair oriented paradigms of translation”. He also advocates the development of a text typology through analysis of micro-contextual and macro-contextual features and the testing of textually adequate transfer strategies which will take into account text-syntactic, text-semantic and text-pragmatic factors.⁶⁵

In his discussion of textlinguistics and translation, Wilss refers to the early attempts by Neubert to classify texts; this is presented in terms of the degree of orientation of a text towards the SL or the TL, depending on its text type and function.⁶⁶ Wilss maintains that there is a definite need for a classification of the relationship between text type and transfer method or strategy, if the translator is to fulfil his professional function. He claims that an optimal SL/TL text transfer is dependent on an exhaustive analysis of the SL in terms of syntax, semantics, style and pragmatics, to allow the objective transfer of the message from SL to TL. This ST analysis would seek to explicate the functional interdependence of the various features of the text and allow the discovery of text-specific conditions which will be relevant to the TT production. An ST analysis should therefore consider text function (author intention, communicative purpose, intended effect); subject matter (message-content, coherence, range, complexity); and receptor-specificity (user profile, competence, knowledge and needs).

Wilss also discusses the question of translation equivalence, which he describes as being relatively indeterminate, since, he claims, it can only truly be applied in the field of Machine Translation. He supports Jakobson’s concept of “equivalence in difference”,⁶⁷ whilst insisting on the role of the subjective response of the translator to the source text in the construction of the perceived message to be transferred. He recalls Levy’s findings that for a given SL term, the translator tends to choose a TL term of general rather than more specific quasi-equivalence, and that relations between concepts or ideas are generally rendered more explicit by expansion or insertion.⁶⁸ Wilss concurs with Bühler⁶⁹ that very often the duty of the translator to his target reader overrides his duty to the source text and its author. This principle is also developed by Holz-Mänttari⁷⁰ (see below). Wilss claims that the analysis of translation decisions, in a search for translation assessment and quality, cannot be undertaken from an objective perspective if analysis is limited to comparison and evaluation at the level of individual units of language, without reference to intended TT function and to the role, competence and responsibility of the translator. He does however concede that a linguistic approach does allow for a text-related and text type related critical framework which will allow differentiation, systematisation and evaluation of linguistic and situational factors of the process. Error analysis should involve both textual and

linguistic dimensions, the former being operative primarily but not solely, at the level of the macro-unit, the latter operating at the level of the micro-unit. It could be argued, in response to this, that every micro-unit can also be evaluated in terms of TL text type and function, since direct comparison in terms of language units does not allow for consideration of context and of text user needs (see description of the linguistic approach of Catford).

In his 1996 text, *Knowledge and Skills in Translator Behaviour*, Wills advocates the development of a professionally-oriented form of translation analysis which will allow the establishment of a framework for objective criteria for the evaluation of translation decisions. He claims that translation is a decision process in which "largely, translation assessment should take place from the perspective of evaluation of judgements rather than in terms of identification of errors based on a putative obligation towards the ST. The role of the translator in defining the TT *skopos* is essential and the relationship between ST and TT, which Wills claims is neglected by Vermeer, although this is not truly the case (see below, *skopos* theory), should be described in terms of "invariance of content" not form. Adaptive strategies may be necessary to ensure a minimal degree of functional equivalence between ST and TT; the nature of these will depend on the specific translation situation, but, he claims, almost all translators compensate for interlingual and intercultural differences through (identifiable) translation strategies.

As a form of meaning-based processing of information, Wills sees translation as requiring systematic organisation of the conceptual content of a text. The goal is efficient performance in the transfer of textual segments. For details of procedures which enable this goal to be achieved, reference is made to Vinay and Darbelnet's taxonomy. Translation is seen as being, to some extent, rule-governed behaviour, since the rules of the language system regulate possible choices and exclude others. These rules are both code-dependent and situation-dependent and the internalisation of these is a pre-requisite for successful communication. Any inadequacy in linguistic or cultural competence on the part of the translator will result in inappropriate or non-activation of these rules at the time of the translation process. The translator needs to develop problem-solving strategies which will allow self-monitoring and lead to economy of effort through the use of "habitualised translation procedures". This label offers a useful way of describing potential (previously proven) strategies for intercultural communication within specific contexts, strategies which will be applicable to a wider range of translation problems than the linguistic shifts proposed by Catford. These are what this study has sought to identify in a specific context of use.

Wilss also discusses the relevance of discourse linguistics to translation, claiming that it is necessary to focus on language function, not solely on its formal properties. Again of interest to this study is the expectation that awareness of discourse function and logical relations patterns leads to expectation of recurrence of these patterns. Speech functions in textual performance are listed as including representation, persuasion and instruction, depending on the intention of the sender or text producer. This is how this concept has been used in the present framework for analysis, based on interpretation by the analyst. Analysis of text type and form can also give clues as to intended text function and the translator's sensitivity to the source text will enable him to make appropriate TL choices, according to use in context, nuance of meaning, rules of syntax and functions of language. The problem with this is that many decisions at the micro-level will only be relevant to a single text-pair and thus not highly generalisable; this does not give maximum economy of effort in terms of developing reliable strategies. At the macro-level, strategies relating to text function may be easier to develop and can assist in the avoidance of what Wilss calls "strategic inconsistency", so that where there is invariance of function, previously identified strategies should be of use. What is required above all else is a systematic framework for decision-making which will allow identification and clarification of translation problems, indicate necessary research, define potential choices and allow for evaluation of the results of this process. Coping strategies have to be developed to respond to particular translation situation-dependent needs and feedback based on outcome must lead to re-assessment of strategies.

None of these requirements are new, but it is interesting to note that still, in 1996, Wilss continues to recognise the importance of awareness of strategies at the level of comparable language units as well as in terms of communicative function of a unit and of a text as a whole. Perhaps this is due to his aim of establishing an operative framework for practising the process of translation in the training of translators, not a theoretical construct for describing or explaining this process. He is not advocating a predictive approach, however, but one which will allow the development of a set of more widely applicable translation transfer strategies beyond incidence between a given text pair, so that the translator can determine the nature of the relationship to be achieved between ST and TT and the levels at which this relationship can be constructed, in which contexts. Thus he does not reject a linguistic approach, which was the starting point of his work, but states how and where it might be useful within a broader approach to problems of translation. Again, the focus of this study has adopted a similar perspective for the description of transfer strategies.

ii. Neubert (1985), Neubert and Shreve (1992)

Discourse Analysis and Standards of Textuality

The term “discourse” is used in different ways according to the focus of a particular study. It can refer to the field of use of language, for example by Cook, in The Discourse of Advertising (1992), or it can refer more specifically to examples of language use having a particular communicative function. e.g text as exemplar of discourse. This is the sense in which the term is used by Delisle and other Translation Scholars when investigating translation phenomena from the perspective of discourse analysis. In the current study both senses are relevant, as the corpus analysed is taken from the discourse of advertising and each text within the corpus is analysed as a functional unit of discourse or use of language.

Van Dijk (1997) describes discourse studies as “the analysis of text and talk in virtually all disciplines of the humanities and social sciences”.⁷¹ Within this edited collection of essays, Van Dijk introduces discussion of “Discourse as Interaction in Society”,⁷² emphasising that texts are written examples of social interaction, although more “controlled” and carefully composed than the more spontaneous form of oral interaction. He describes as genres what could also be described as text types, giving as examples speeches or lectures, notes or letters. He explains that certain forms of discourse also represent social, political or cultural functions, such as those of investigation, diagnosis or teaching or on a higher level, the perpetuation of cultural practices, beliefs and stereotypes inter alia. In the same volume Blum Kulka argues that the application of Grice’s maxims for effective communication will vary according to cultural and contextual variation.⁷³ Blum Kulka notes the assertion by Hymes (1974) that “different speech communities develop distinct interactional styles”,⁷⁴ so that cross-linguistic studies of particular types of linguistic actions will permit identification of the relevant (pragmatic) forms of discourse phenomena performing the same function. This may not in fact always be the case for intercultural advertising; it may depend on the degree to which a global culture and global values dominate or supersede culture-specific ones.

In the context of discourse analysis as the study of language in performance, de Beaugrande and Dressler (1981) discuss what they call “seven standards of textuality”. The first two are seen to be text-centred and these are: *cohesion*, which they see as related to and relying on the grammatical interdependence of different elements of the text; this cohesion gives stability to the text and allows for economy in the use of language. Then there is *coherence*, which for these authors describes the “configuration of concepts and relations which underlie the surface text”.

The third standard, *intentionality*, is seen to be user-centred (in the case of translation there are two users, the translator in his role as mediator and the TLC addressee); intentionality involves the consideration of *time*, in the sense of looking backwards to the intended direction of the text, and forwards to its anticipated result. In translation the translator has to make a specific decision as to whether the intended function of the TT requires him to recreate the intentionality of the ST author or whether it will be necessary to work according to a different perspective, the intentionality of the translator or of the client as translation giver.

Other standards are those of: *acceptability*, which relates to the attitude and expectations of the TT reader, which will be formed on the basis of his or her interpretation of the intended text type and function of the TT; *informativity*, being the extent to which events of the text are expected or unknown (both within the reader's experience of the subject and as a result of previous indicators contained within the text); *situationality* refers to those background, usually cultural, factors which make a text relevant to a situation or occurrence; and finally, *intertextuality*, meaning those factors which make the production and comprehension of one text dependent on a knowledge of one or more previously encountered texts of the same type. In 1978 de Beaugrande claimed, in relation to the relevance of these criteria to translation, that through their application, "the focus of translation studies would be shifted away from the incidental incompatibilities among languages toward the systematic communicative factors shared by languages",⁷⁵ thereby arguing, or so it would appear, the case for a functional approach to translation.

Grice's Maxims

Within the framework of his co-operative principle, Grice⁷⁶ discussed certain criteria as factors governing any communicative event. These are discussed by Neubert (1985) in relation to text structure in the translation situation; they are *quality*, *quantity*, *relevance* and *manner*. The maxim of *quality* imposes on the translator the obligation to find the best possible TL form in order to give as close a TL equivalent as can be achieved: in other words, to adhere as closely as possible to the "truth" (conceptual and informative content) of the ST as the norms of TL syntax will allow him to do, without producing thereby an unnatural sounding TT. By *quantity* it is meant that the translator should only use those words, forms or units which are absolutely necessary to the accurate transfer of meaning; in other words, the translator should avoid excessive expansion and seek economy or compression of expression so that his translation is just as informative as required, and not more, and the requirement of economy of explanation should be respected. *Relevance* relates to the

immediate situation within the sentence or paragraph, as well as to that of the whole text, and invites the translator to assist the TL reader by disregarding any syntactical relationships which are not directly pertinent to the message. His TT should also produce a network of sense relations which conform to the norms of TL syntax. Finally, the maxim of *manner* requires that the translator select the most appropriate TL form in terms of syntactical and stylistic norms, and that he should express these as clearly and as concisely as possible.

Working within a textlinguistic approach to Translation Studies and wishing to expand on the maxims offered by Grice, which he sees as too general and conducive to overlapping, Neubert defines a set of criteria similar to those of de Beaugrande and Dressler, also in terms of *intentionality*, *acceptability*, *situationality*, *informativity*, *coherence*, *cohesion* and *intertextuality*. Each of these criteria will be taken in turn in order to discuss their relevance to the task of translation as described by Neubert.

The first factor is that of *intentionality*, which relates to the need for the translator to be sure that he has understood all aspects and nuances of the ST author's message, both implied and overt. If there are what Neubert calls "breakdowns" in the process of communication in the ST, such potential ambiguities have to be assessed as to their nature, whether deliberate or as a result of poor style, and then dealt with appropriately, either by reproduction of that ambiguity in the TL or by its resolution through paraphrase, expansion or restructuring. This also presupposes, for Neubert, the existence of Grice's principle of co-operation, in that the writer assumes the presence of a reader, and the reader assumes that the writer did in fact intend for his text to be a instrument of communication. In the pragmatic sense of intended meaning, Hatim and Mason (1997) assert that this "only materialises when pragmatic considerations (how people create and negotiate meaning) are brought to bear on what the text producer does with words and what it is hoped the text receiver accepts".⁷⁷ In the context of this study, evaluation of the success of the TT depends to some extent on interpretation by the analyst of the ST author's apparent intention, bearing in mind Vermeer's reservation about the difference between actual intention and intention as perceived by the addressee (see Introduction, p6).

The next criterion, that of *acceptability*, is seen by Neubert to be closely associated with *intentionality*, in that any linguistic communication has to be acceptable to the TL reader as a text in its own right, and for this to occur, the reader has to be able to identify with both form and content, although there may be some degree of tolerance with regard to the form. Provided that the TT seems to conform on the whole to the norms of syntax and style, the presence of minor lapses or inconsistencies with these

norms within the text will not impede the process of decoding and comprehension of the message. Different text-types (for this study - written text, audio-visual or images-only advertisements) will therefore impose a greater or lesser number of constraints on the translator according to the norms of the particular discourse and give differing degrees of the range of tolerance on the part of the reader. For the purpose of this study, where description of transfer strategies also includes an element of evaluation of the possible impact of the TT, all examples of any deviation from TL acceptability, again as perceived by the analyst, have been noted as potentially relevant to overall assessment of text impact.

For Neubert, *situationality* relates to the socio-cultural context of the text, in which a concrete situation can be seen to exemplify underlying truths or trends of the SL culture, but where the ST situation can sometimes become displaced to a different TT situation. In translation it is generally true that the text will be adapted for a target audience of different characteristics to those of the ST target recipients, and a different situation may be taken as the vehicle for representation of the message, but this displacement should still result in a similar effect on the new target audience. Neubert calls this "displaced situationality". Here we also find the concept of the translator as mediator between two cultures, with the task of decoding information from the ST and encoding into the TL. Any obstacles to understanding of the ST meaning through lack of awareness of the SL culture on the part of the TT reader are to be removed through the mediation of the translator. This gives rise to the guiding principle of "situational adequacy" and will involve an element of trade-off in terms of explicitation or implicature, and resultant gain or loss of information. It may involve a lot of deductive analysis, and even on occasion intelligent guesswork, on the part of the translator. Neubert even goes so far as to express the opinion that:

If a situationality standard could be established for textual segments qua types, one would be able to account for textual shifts in the same way as one agrees to perform the necessary transpositions demanded by contrasting linguistic systems⁷⁸

In other words, if it were possible to identify corresponding situations in L1 and L2 as representative of "units of meaning" , as *signes* in themselves, then it should be possible to establish the equivalent of a dictionary of situations, where two different situations could be seen as parallel *signifiants* for a same *signifié*. This would be a very useful guide to functional strategies as opposed to language-based strategies, but no good examples of these were found in the corpus.

The criterion of *informativity* relates to the degree of certainty with which a TL reader can be expected to read of events, states and processes which were originally introduced within a situation or context which forms part of the cultural experience of an SL reader. There is thus a close affinity between situationality and informativity, and both will require a degree of pragmatic selection on the part of the translator when making choices as to expansion or compression of the SL term or reference, or gain or loss in terms of SL intended meaning. Obviously, any misunderstanding (what Neubert calls "deviant knowledge") on the part of the translator, with regard to the SL culture and the situation of the text, may give rise to problems of understanding on the part of the TL reader. In this study, informativity has been taken to refer to the actual information content, explicit or implicit, of a unit of meaning, in terms of loss, gain or constancy through transfer, as this could have an effect on potential TT impact.

The criterion of *coherence* is discussed by Neubert as relating to a "continuity of sense", based on a clearly discernible coherence of structure in the ST. The translator needs to be able to perceive what mechanisms of information structure give this coherence to the ST, and then aim to create a similar effect in his TT. The fact of aiming for coherence should preclude any tendency to over-reliance on literal translation, since the features which produce coherence in the TL text cannot be expected to replicate those of the SL text. Neubert's comment on this is as follows:

Human communication relies in a critical way on the ability of the receiver to deduce a much more precise understanding of the intended meaning of an utterance than is conveyed by the words alone and the syntactic structure in which they are incorporated.⁷⁹

The importance of textual coherence was also stressed by de Beaugrande, who states that "coherence supplies a logical framework with which to achieve conceptual connectivity".⁸⁰

A further feature of textuality is that of *cohesion*, which is concerned with the relationship between the surface structures (linguistic forms) used to convey these meanings. These cohesive ties may differ from L₁ to L₂. They occur on several levels, including those of the word or lexical unit, of the sentence and of the text. They act as a signal or indicator to signpost relationships between previously introduced items and those about to be introduced. These cohesive devices provide language clues for the translator, in terms of interpretation of meaning and linking relevant items of information.

For Neubert, *lexical cohesion* refers to the fact of lexis conforming to both immediate contextual meaning and to a theme, concept or semantic field running throughout the text. The ST author, and therefore the translator too, creates this as a result of what Neubert calls Textonymy.⁸¹ This term refers to the associative network of word families which are linked in one of the following ways: synonymy, hyponymy, metonymy, metaphor, antonymy, complementarity, converseness, homonymy, gradation, thematic progression or lexical field. Syntactical cohesion also contributes to meaning by virtue of the form of syntax used (e.g. conditional or subjunctive forms for hypothesis or unfulfilled wish, Future Simple or Going To for intention) and thus contributes to the cohesive relationship between the different elements of the text. This is brought about through forms such as tenses, temporal relationships, dependency and subordination, use of adjectives to qualify nouns and adverbs to modify verbs, etc. For Neubert, cohesion is based partly on grammatical dependence. Cohesion is another key criterion for description and text evaluation in this study

The final point considered by Neubert is that of *intertextuality*, in which he seeks to remind the translator that any text is but one example of a text-type, and that this text-type will have its own particular characteristics of discourse which constitute the norm for that type. The translator needs to be aware of these norms and to avoid transferring the norms of the SL text-type to those of the TT. As stated above, the tolerance of any violation of or deviation from these norms, on the part of the TL reader, will depend on the extent to which these norms are perceived as untouchable and essential to that text-type. An article in a medical journal could not normally be expected to contain any slang expressions, and would be highly unlikely to use the first person singular. Unless stated otherwise, the translator should always assume that he is to reproduce in the TL an equivalent text-type to that of the ST, and he should inform his own knowledge of the norms for this text-type in the TL by consultation of several examples of such a type, from authoritative sources such as books, journals or periodicals. In general, the TT text-type will have to conform to the norms of the TL culture but may also seem to be influenced by the form of the ST, if the translator is not conversant with the TL norms or neglects to bear in mind the differences between those of SL and TL. There may also be conscious decision on the part of the translator, deliberately to deviate from TL text type conventions for a specific communicative purpose.

Intertextuality is also used in this study to describe references to other texts from the same or other media, knowledge of which appears to have been assumed, by the translator, as forming part of the target reader's world knowledge.

A Functional Approach

Other approaches, developed in parallel to the textlinguistic approach, place greater emphasis on (different) specific aspects of this approach; these include the work of Vermeer (1978),⁸² Reiss and Vermeer (1984),⁸³ Nord (1988, 1991),⁸⁴ and Holz-Mänttari (1984).⁸⁵

i. Reiss, Vermeer: Text type and Skopos theories

Reiss: The introduction of skopos theory is preceded by Reiss's development⁸⁶ of the "organon" model of the Austrian psychologist, Bühler,⁸⁷ within a linguistic/ textlinguistic framework. In this typology, Reiss takes Bühler's three basic functions of the linguistic sign, namely *representative* (relating to extralinguistic reality), *expressive* (sender attitude) and *appellative* (intended reader reaction), in order to define three text types, according to the intended function of each in relation to the addressee. These are described as *informative* (content focused); *expressive* (form focused); and *conative* (appeal focused). A fourth text type, multi-medial, is described as involving text other than print, but conforming to one of the previous three types, as kind of "superstructure".⁸⁸ The concept of equivalence between ST and TT is described as occurring on different levels, from that of word for word (as perhaps in the case of some sacred texts); to that of sentence structure, with appropriate substitution of TL syntax; to that of the text in its communicative function. In order to assess the success of the product of the translation process, it is first necessary to identify the ST type, the translator's perception of the intended TT type and the aim of the TT. According to Nord the "predominant function of language" to be maintained in translation would therefore be determined by the text type, even where a text may fall into more than one of Reiss's categories. Text type would be established by analysis of dominant features. Text types are to be differentiated from text genres, which are defined by reference to language conventions (such as advertisements); these conventional features are of importance within a functional approach to translation. As an *operative* text type, according to Reiss's categorisation, in the advertising text the dominant criterion for TT production is the "extralinguistic effect that the text is designed to achieve".⁸⁹ This is why descriptive analysis of the target texts in the corpus has sought to establish the degree of impact of the TT and of each micro-unit as contributing to this overall impact.

The advantage of this text typology was to bring a differentiated approach to the assessment of the target text. It was expected that the function or focus of the ST would almost always be invariable in the TLC, whilst other factors of text production could vary; these "extralinguistic determinants" include the immediate communicative

situation (i.e. the specific speech act); lexical reference in context; temporal and spatial references; the target audience profile, knowledge and expectations; “sender-bound factors” relating to the idiolect of the sender; and affective associations - use of register or special forms of language such as terms of affection.⁹⁰ Reiss did acknowledge, in response to criticism, that within any given text more than one function could be operative, but she maintained that there would always be a “dominant” function which would take precedence over others. Where functions overlap between types, this produces what are described as “compound types”, but the primary function of a text will be the one which will determine translation behaviour. Another important concept introduced by Reiss is that of *adequacy*. This refers to the degree to which the translated text fulfils its intended purpose in the TLC for the TL addressee, unlike Toury’s concept of adequacy, which is used to describe the degree to which the TT relates to and reproduces features of the ST. This new interpretation of *adequacy* was intended by Reiss to replace the standard concept of *equivalence* which prevailed at the time and which postulated a relationship between ST and TT on the basis of “equal communicative value” between corresponding language units or text segments.⁹¹ Reiss’s interpretation of the term, *adequacy*, took as its basis the view that the translator is an addressee of the ST, who then informs the TL audience about the information of the ST from within the TL culture, so that the TT has to be evaluated within this framework. It is based on this view of the translator that judgements have been made, in this study, about transfer strategies, their success and potential impact, as well as in relation to other criteria in the framework for analysis.

This did not preclude other critics claiming that this was still an ST-oriented approach to translation assessment. This could be unfair criticism, given that the main aim here was to identify intended text function and that the ST can provide a guide to this, also offer a framework for decisions and choice of corresponding TL units, provided that flexibility is maintained with regard to achieving TL function of the unit in terms of meaning and impact within the global message. This approach also allowed for changes in translation strategy as compared to ST production strategy, in cases where the intended text function might change from SLC to TLC and may thus require a different text type. Fawcett states quite definitely that the “most serious criticism of the Reissian approach” is that “there is quite simply no necessarily link between text function and translation strategy”.⁹² This, he explains, is partly due to the multifunctional aspect of many texts, which Reiss also admitted to be the case, and partly to what Fawcett calls the “mosaic of subtextual functions”, which become the focus of any descriptive analysis of text segments, as has been the case in this study. However, adopting a broadly functional approach can be useful for the translator of

the advertising text, since this will still legitimise strategies of adaptation, paraphrase and other approaches which may appear to be precluded by a translation brief and approach which seeks to ensure transfer at the level of sign for sign, micro-unit for micro-unit. This has been shown to be relevant within the framework of descriptive analysis in the corpus studied. Of course, adherents of the functional approach claim that this is its primary advantage.

Vermeer: Vermeer started from the position of the role of the source text in determining target text function, but went beyond this to assert that since any communicative act has a purpose, it is the purpose of the translated text in the target culture which determines translation choices.

In 1978, Vermeer introduced the *skopos* theory, which was intended to provide a general theoretical framework for translation decisions, within which the focus was on a functional concept of translation, not a linguistic approach, drawing insights from communication theory, textlinguistics, and action theory.⁹³ Within *skopos* theory, the translated text may or may not perform the same function in relation to its addressees as the source text to its addressees; the function (intended text reception and use by the addressee) of the intended target text within the target culture will determine both the target text type and its associated conventions. Snell-Hornby shows how this concept of constant or altered text function may operate in the case of the advertising text, where the function may be constant, if the text is intended to fulfil the same persuasive role as in the SL, or it may be informative, if the advertisement is taken as an example of a text type, or of particular marketing strategies.

For Vermeer, the translator should aim to produce a text which will be coherent and relevant for the TL addressees, with intratextual coherence being defined as that which allows the addressee to make sense of the communication within the TLC. In other words, the target text will be comprehensible in terms of TL reader expectations and assumed background knowledge and it must offer a recognisable world view which will be coherent to that of the TL reader. Intertextual coherence, for Vermeer, entailed establishing some kind of relationship between source and target text, the nature of which will depend on the purpose and function of the TT. The source text is seen more as a starting point for a communicative purpose, an “offer of information” or “information offered” (“Informationsangebot”),⁹⁴ rather than as the basis for all TL decisions in the production of the TT. This means that the intentionality of the TT (intention of the text producer in relation to text purpose) will depend on the person commissioning the translation, or on the translator and again, this may differ from ST

to TT. TT production will be the result of action by the translator on the initial information offered by the ST.

The aim of this theory was to identify more general, non-language specific factors which govern the translation process, in order to offer a more widely-applicable framework for study. Since translation is interlingual and intercultural mediation of information which has been offered by the ST author, a translation could be described as a secondary medium of expression of this information. If it is accepted that the prime aim of translation is to make information accessible to a non-SL speaker, then it follows that TT structure may differ depending on the needs of the TL reader and the intended function of the TT in the TL culture. These needs may differ from those of the SL speaker, just as the TT function may differ from that of the ST, depending on the time, place and medium of transmission of the message or information in the form of a text. Thus TT *skopos* may be *constant*, i.e. similar to that of the ST, or *variable*, different in one or more aspects. In the case of constant TT function, the main objective of translation choices will be to ensure a degree of adequacy to ST informative content, combined with adequacy to the TT function and acceptability to the TL reader. In cases of variable TT function, the main criteria for decision-making will be those of acceptability to the TL reader and adequacy to the new *skopos*. Focus on the *skopos* of the intended target text will allow the translator to adopt different approaches to a given translation task, ranging from a literal, interlinear or semantic translation to one involving a more communicative approach, with adaptation, omission or expansion all being justifiable procedures. The questions of the translation brief, of the translation situation and translator profile are all equally important in the evaluation of the procedures adopted, as well as in determining the nature of these. This is why these criteria are examined in chapter Six.

It is interesting to note Nord's comment that for Vermeer "translation involves comparing cultures" and "translators perceive the foreign culture by means of comparison with their own culture of primary enculturation", so that any differences between the translator's culture of origin and that of the text to be translated will be perceived as culture-specific differences.⁹⁵ In the case of advertising texts it may be that awareness of the existence of some shared cultural factors could mislead the translator into making incorrect assumptions about the nature and number of these, to the point of misinterpretation of what is culture-specific to the SL (as in the Qualcast text).

Nord (1997) lists different criticisms of *skopos* theory. One relates to the question of the (actual or desired) relationship between the ST and the TT, which Reiss and

Vermeer (1984) discuss in terms of *adequacy*. In order for successful communication to occur through translation, the *skopos* for each text must be identified prior to commencing the process. It is the responsibility of the translator to ensure that the *skopos* of the TT is clearly defined and strictly observed as the primary criterion for translation decisions.

Another criticism of this approach is that *skopos* theory tends to minimise the importance of the ST, sometimes even to do away with the ST all together, except in so much as it provides an initial grouping of information to be processed. It is claimed that in this approach, it may become difficult to differentiate between translation and adaptation procedures and that adequacy to *skopos* may not also imply lexical, syntactic or stylistic adequacy at the level of the micro-unit. This is perhaps where a greater awareness of the role of criteria drawn from other approaches, within the context of an broadly functional approach, can offer greater flexibility and guidance at the moment of decision-making, also a more comprehensive framework for evaluation of the translated text. Another main criticism is that this theory disregards the value and the fundamental contribution of the ST to the information transfer process, although it is accepted by some, particularly for literary translation, that for a translated text to be accepted in its target culture, some modification or adaptation of the ST may be necessary (see Snell-Hornby, the Manipulation School, below). The problem of “external source vs. internal organisation” is also discussed by Toury,⁹⁶ who states, in relation to literary translation, that, “any deviations from ‘normative’ modes of behaviour is liable to be negatively sanctioned if only by detracting from the product’s acceptability as a translation or even as a target text.....most translators are quite reluctant to pay this price and therefore the tendency is normally to adhere to prevalent norms”.⁹⁷ This is an important point for the producer of the interlingual advertising text to note, since deviation from norms in order to create effect may form part of the strategy for TT production, but may also occur unwittingly as a result of inadequate TL competence on the part of the translator.

It could also be argued that if constancy of function is the essence of the message transfer, then enhancement of acceptability in the target language culture should be the prime objective of the translator of non-literary texts as well. Vermeer does, however, add the proviso that whilst the demands of target language and culture should normally take precedence over SLC conditions, the TT may sometimes remain embedded in the SLC. This may indeed be desirable, for reasons relating to translation policy, or translatorial decisions, concerning the intended reception of the TT and its function within the TLC polysystem of texts, whether literary or non-literary. In the case of advertising texts, it may be cost-effective to introduce gradual changes to the

TLC norms and therefore to TL reader expectations of advertising texts, so as to allow greater standardisation and globalisation of approach across different target languages, potentially reducing production and translation costs through economy of time. In the long-term this could reduce time and effort spent on translation thereby increasing benefit to the text producer. This may be easier to achieve with texts produced by multinational companies, as such texts may benefit from the status of being perceived and accepted as translated texts and tolerance of deviation from the norms may be higher than in relation to texts assumed to have been produced from within the TLC. The problem of effective communication and efficient functional operation may not be solved so easily; in a transitional period where norms are in the process of being modified, there may be a detrimental effect on the reception of the TT, where this has remained closer in content, form or style to the ST in its SLC context than advocated by a functional approach to translation.

In discussing the view of critics of this approach, when they argue that there is tendency for translators who adopt this approach to negate the existence of or the need for a specific Source Text, it is important to remember that for the text commissioner who is unaware of different approaches to translation and of how translation competence and TT adequacy are defined within Translation Studies, the ability to recognise corresponding text segments or units of meaning between ST and TT is integral to any evaluation of the quality of the product.⁹⁸ This may help to explain why several translators of texts studied in this corpus appear to have adopted a less functional approach and elected to produce a TT which mirrors quite closely the forms and structure of the ST.

Scholars of *skopos* theory counter these arguments by claiming that the linguistic approach to translation focuses on comparison of micro-units without reference to context or text function, both of which are, for these scholars, essential factors in the translation situation without consideration of which individual decisions cannot be justified and TT adequacy cannot be achieved. Viewing the text as a culture-based communicative event necessitates a different view of translation, as an act of communication rather than as a process of substitution of individual units (of language). This view emphasises the importance of the multi- or cross-cultural competence of the translator, with source and target language competence forming one of several requisite competences, but without neglecting or denying the relevance of concepts from the linguistic or other approaches, within this overall framework of functional TT production. Snell-Hornby calls this an overall *prospective* approach to translation, rather than the more *retrospective* attitude of the linguistic approach which takes the source text as its main point of reference. Over-insistence on the

primacy of the ST as the determining factor for translation choices in the TL cannot be defended in the perspective described by *skopos* theory, but since the act of translation supposes the existence of an initial “offer of information” the ST still has an important role to play in the communication process, so that the criticism of neglecting the ST is not fully to be substantiated.

In conclusion, the value of this theory is the shift of focus from ST to TT “function in culture” (see Nord, 1991), to TL user needs and to TL communicative strategies. The importance of the translator is highlighted and he or she is freed from constraints imposed by the requirement to render at all times TL unit for SL unit at the micro-unit level, an approach which may often result in the production of a linguistically unacceptable or functionally inadequate TT. Translation based on *skopos* theory should produce a functional and adequate TT in relation to target culture and on the basis of target reader needs.

In 1982 Hönig and Kussmaul published *Strategie der Übersetzung*, which introduced an additional perspective to the functional approach, through the introduction of the principle of the “necessary degree of precision”. This principle could be seen as conforming to Grice’s maxims of quantity and relevance and was intended to offer a framework for the practical application of Reiss and Vermeer’s theory. The issue to be debated was how much information it was necessary to give to the target text reader; the transfer of a culturally specific unit from the ST would be determined by its function in the TT. It was claimed that, unlike the contrastive linguistic approach, this would allow for degrees of variation according to functional need in context and would conform to the findings of psycholinguistic research which showed that in the comprehension process only those aspects of meaning which are relevant to need in context are accessed and activated by the text user. Therefore functional operation could serve as the basis for decision-making at all levels of text production, from unit of meaning, to co-text, text, situation and function.⁹⁹ Although examples are discussed at the level of the micro-unit in order to show how the concept of “differentiation” in translation strategy will assist in the selection of TL units, according to the degree of (source-) culture embedding of a particular unit of the source text, these discussions are set against a background principle of the text as representative of a cultural situation, embedded in its background and to be carefully ‘implanted’ into the target culture.¹⁰⁰

ii. Nord: Translation Oriented Source Text Analysis

By means of a comprehensive model of text analysis, which takes into account intratextual as well as extratextual factors, the translator can establish the “function-in-culture” of a source text. He then compares this with the (prospective) function-in-culture of the target text required by the initiator, identifying and isolating those ST elements which have to be preserved or adapted in translation¹⁰¹

The work of Nord develops the emphases of textlinguistics, also those proposed by Reiss and Vermeer, to offer a model for a Translation Oriented Source Text Analysis as described above. This analysis sees the ST as the initial “offer of information” and is intended to ensure full comprehension of the ST, in order to provide a reliable foundation for each decision of the translation process which is intended to make the same information available to a new addressee within the TLC. This model should be applicable to all text types and should facilitate understanding and awareness of the function of textual features in determining the dominant text type function. Comparison of ST and TT functions and addressee profiles should allow the translator to make decisions regarding differences in cultural knowledge which may require specific strategies (implicature, explicitation, adaptation of text type in order to fulfil TL function, selection of different linguistic forms depending on text type conventions...). The translator also has a duty of loyalty to the ST, in so far as the translator has a “responsibility towards partners in a translational interaction”,¹⁰² committing the translator “bilaterally to the source and target sides”, but not to be confused with concepts from the linguistic approach relating to faithfulness, i.e. not to be seen as involving the reproduction of SL forms or conventions. Loyalty for Nord simply means that the TT purpose should not be “incompatible with the original author’s intentions”. The use of the word “incompatible” to qualify this comment ensures that adaptation to TL addressee needs can occur, whilst seeking to preclude any unnecessary deviation from accurate informativity, based on ST information as offered.

The ST and the TT are described as being “culture-bound linguistic signs” and the function of the TT is seen as “pragmatically defined by the purpose of the interlingual communication”,¹⁰³ emphasising the importance of function-in-culture and in context and also recalling the focus of the work of Reiss and Vermeer on the prospective TL situational factors of text, user, medium and text function. Account is taken of the variability of individual reader text reception of the ST; this results in the claim that it is the reader who determines the particular interpretation of text function in respect of his sociocultural background, world knowledge and communicative needs. This leads in turn to the assertion that a text can have as many functions as it has readers, but

that the translator must seek to limit the potential multiplicity of such interpretations through careful construction of his TT based on ST analysis. Identity of effect can be achieved through identity of intended meaning; ST analysis can facilitate identification of intended meaning. ST analysis is undertaken by means of intratextual criteria of communicative function, relating communicator to addressee through content, manner, medium, purpose, time, place and manner of distribution; in other words, by answering the traditional questions of *who transmits what, to whom, why, when, where, how, what for* ? Once identified, ST elements can be adapted to TL conventions according to the TT *skopos* . Nord asserts that the value of this approach lies in the identification of potential translation problems in advance, allowing these to be categorised, for pedagogical and professional training purposes, as *pragmatic* (differences between ST and TT situations); *cultural* (differences in norms and conventions for verbal and non-verbal behaviour); *linguistic* (differences between the two language systems); or *text-specific* (between a specific text pair, e.g. neologisms, puns). In this way, what Nord describes as “function-relevant elements of the existing ST and the prospective TT” can be identified; pragmatic and situational factors are shown to be interdependent with textlinguistic features in providing a framework for the communication of the message and achievement of the intended text function.

In a paper entitled “Translation as a Transaction cost”,¹⁰⁴ Pym criticises the importance placed by Nord on a comprehensive translation-oriented ST analysis, claiming that this will involve significant time and effort on the part of the translator. He maintains that this approach “might be a useful fiction in translator training but it unthinkingly sanctions translation costs that are often far higher than an ethics of co-operation can allow”. Pym does not reflect here on the possibility that time invested in an initial ST analysis would probably ensure maximum efficiency at the stage of selection from possible TL alternatives, so that the overall outcome of this expenditure of effort would not necessarily exceed the effort required to make translation decisions without prior ST analysis. It also has to be borne in mind that the effort involved in Translation-Oriented Text Analysis will gradually diminish in terms of cost to the translator as the latter develops experience through practice; it is probable that this analysis will be performed efficiently and rapidly by the experienced translator, and it offers the advantage of giving an extra framework within which to develop, evaluate and subsequently justify TL choices. What is perhaps a different problem arising from this approach is the possibility that the less-experienced translator may become unclear as to the purpose of this analysis and develop a greater degree of involvement with the ST at its different levels of structure and functional units; this may result in a TT which is more ST-oriented than the function of the target text or the translator’s own choice of initial norm may otherwise have required. This approach certainly assumes

the existence of an element similar to Toury's *invariant*, but the translator may be misled into seeing the discrete units (lexical, syntactic or functional) as the invariant, rather than the units of meaning, the segments of textual structure or the global message.

Toury also has a problem with Nord's concept of loyalty to the ST, which he claims may give a disproportionate focus and importance to the ST, although Nord clearly believes that the ST function is important to the comprehension phase of the process and to the identification of the ST message, which then has to be recreated, transferred or adapted for the TL user within the TL translation situation. Repeated application of this model for ST analysis could result in economy of time for TT production in the professional working environment and in greater reliability of translation decisions.

iii. Holz Mänttari

Working in Finland, Holz-Mänttari also evolved a theory which focuses on "evaluating functional appropriateness in specific situations and contexts of use",¹⁰⁵ drawing on action theory.¹⁰⁶ The ST is described as a message transmitter, which may combine textual material with pictures, sounds, movement etc. The role of the translator is to transfer messages across cultures and language barriers by means of message transmitters produced by experts".¹⁰⁷ The aim of this "translational action" is to ensure a "functionally adequate communication across cultural barriers",¹⁰⁸ within the constraints imposed by the translation situation, where the client is not always the target text user and where there may be conflicts between client perception of needs and actual TL user needs. In dealing with situation-specific requirements, the importance of the translator's competence in both languages and both cultures is highlighted.

The emphasis here is on professional text production, where the purpose of the action determines the nature of the result or product of that action. This action is embedded in a cultural context which organises the function of the text; the focus on the nature of the action also recognises the effort of the translator as actor, in that it is the expertise (linguistic and cultural) of the translator which allows successful completion of the action, through text production according to a (client-defined) TT purpose. Transcultural text production may require adaptation strategies including substitution of content elements in order to achieve functional adequacy for the TT, depending on the degree of correspondence of cultural and linguistic conventions between SL and TL. Translation procedures will therefore be determined by the TT function and any relationship between ST and TT will be subordinate to TT purpose. The ethical responsibility of the translator as expert mediator is stressed, as is the wider social

context in which he or she must function. Interaction and negotiation between translation giver (who may be the client or an agent working for the client) and the translator, with regard to a framework for target text production, is essential for optimum communicative efficiency and effectiveness.

The advantage of this approach is that the translator is freed from the need to recreate forms and conceptual organisation of the ST where these do not correspond to TL use or facilitate TT function. Decisions are justified in terms of these two criteria, not on the basis of perceived need for a relationship of some form of equivalence between ST and TT units, although the ST unit may form the basis for the inclusion of a TL unit, if this is relevant to the information needs of the TL user and to the TT function. This approach invites evaluation of the TT primarily at macro-level function in terms of its communicative purpose and argues against more detailed comparison of SL and TL units except in terms of accuracy and appropriacy for purpose. A possible disadvantage of this approach, in the professional environment in which it is intended to function, might be related to perceptions held by the client or task initiator, or both, where the translation giver may have the expectation that translation involves the transfer of unit of meaning by unit of meaning, if not, as is often the case, of word for word. In such circumstances, if the translator produces a TT according to a functional approach, with its concomitant scope for omission, adaptation or insertion, he may not appear to this kind of client to have completed the task in a satisfactory manner. Furthermore, this approach requires a high level of cultural and linguistic competence, most particularly in the TL but also significantly in the SL, on the part of the translator, whose expert judgement is the crucial factor in the process. No specific guidelines to appropriate strategies are offered, in this approach, for the trainee translator who may wish to develop translation competence, since objective criteria for the evaluation of the exercise of judgement are not defined. The intrinsic value of the source text as the conceptual basis for the translation assignment, whatever the relationship between ST and TT intended by both client and translator, also appears to be minimised; the ST serves only as a preliminary springboard for TL text production.

These are the main criticisms that could be made of Holz Mänttari's theory of translatorial action: these may appear negative, but it is necessary to subject all approaches to strict evaluation in terms of their usefulness within the objectives of this study. The main advantage of this approach is to highlight the essential role of the translator as expert intercultural communicator and in this way, or so it is hoped, ensure that collaboration with the translator forms part of the initial approach to the task of intercultural communication, especially in the world of advertising, where

economy of language has to be matched by maximum impact on the addressee (in effect, Jakobson's minimax principle).

3.6. Discourse Analysis as an Approach to Translation

Delisle, (1985, 1995) and Hatim and Mason (1990) emulate Neubert in so far as they adopt an approach to translation which they describe as being based on concepts from discourse analysis (Beaugrande and Dressler, Grice); they include in the parameters for ST analysis consideration of the communicative function of SL units and take account of TL discourse conventions regulating specific communicative aims above and beyond the level of linguistic forms.

In *Discourse Analysis* (1983),¹⁰⁹ Brown and Yule describe this operation as being "analysis of language in use". In its *transactional* function, language serves to express content; in its *interactional* function, language expresses social relations and personal attitudes. Discourse is analysed in terms of regularities rather than rules, with context playing an important role. Assumptions on the part of the speaker with regard to hearer knowledge and interpretive competence are also an important factor, as are implicatures and the role of inference by the analyst in determining connections between utterances. All of these concepts are of relevance in translation.

Delisle

In *L'Analyse du Discours comme Méthode de Traduction* (1980). Delisle deliberately limits his discussion to what he calls "textes pragmatiques" (de l'anglais au français), non-specialist, non-literary texts whose primary function is informative, within authentic communicative situations. For such texts, he sees translation as a process involving de-coding and encoding of signs, in which contextual information enables the translator to, "dissocier mentalement des notions de leurs formes graphiques afin de leur associer d'autres signes puisés dans un autre système linguistique",¹¹⁰ a process of conceptual reverbalisation through a series of translation operations, which he defines as being primarily operations on discourse units. Lexical analysis, conventions of style and language use in the TL will act as constraints on the production of the relevant contextual and informative content of the ST message, as will the overall text structure or "organicité textuelle", which operates at the levels of internal logic and text dynamics, the former defined as including coherence and cohesion and the latter as the relationship between different text segments. Target language competence is seen as essential.

For Delisle, the aim of the translator is to produce a TT having an optimal degree of “adéquation”, or relationship of adequacy with regard to the ST as the basis for TT production, subject to TL acceptability of discursive forms. Detailed study of ST mechanisms for the construction of meaning through discourse, and the contrasting of these with those used in authentic target texts, will further the translator’s understanding of the phenomenon of translation based on empirical analysis.

His description of translation as a series of operations which transfer meaning within a message which has an intended function, whilst reinforcing the relevance of discourse analysis, still places great emphasis on the exegetical analysis of language units within a discourse type, on “la saisie des signifiés” through the “décodage des signes” leading, via analogy and reasoning, to the reformulation of ST concepts in the TL. He states that the aim is “le respect de la forme et du contenu du text d’origine”. It is not always easy to see where Delisle’s concept of discourse does in fact differ from the notion of text function, nor is it clear what exactly constitutes a discourse type. He does however emphasise that translation operates on meanings, not on signs, and that the choice of TL forms is dictated by the dynamics of the TT in the TLC, referring to the TT as the “discours d’arrivée”. His view of discourse analysis appears, in the 1980 text, to correspond to analysis of units of language in contextual use, rather than to analysis of a type of language use as embodied and exemplified in a particular discourse type (for example, as used by Cook (1992)).

In *La Traduction Raisonnée*, (1993), Delisle again looks at the role of context and extralinguistic factors in constructing meaning. Discourse level conventions are discussed and contrasted in terms of language use at the level of syntax and rhetorical devices. It would seem, however, that in this work Delisle has reverted to a more linguistically-oriented approach, for his stated purpose of translator training, but one which appears to neglect somewhat his earlier emphasis on and conventions for language function across and between different cultures within the framework of discourse analysis, with instances of text type being representative of genre. He offers specific terminology for types of language transfer operations or shifts, with a useful glossary of metalanguage to describe these shifts. In describing these, Delisle borrows terms from Vinay and Darbelnet, especially in relation to his view of the unit of translation. The advantage of this approach is to introduce specific, usable and generalisable categorisation of strategies for given contrastive units in a clearly defined context of use. However, the emphasis is on the micro-structures of a text as a unit of discourse

Hatim and Mason

In *Discourse and the Translator*, (1990), Hatim and Mason explain that translators, and also target texts as the products of translatorial action, are the main source of “what we know about translating”. Translation is described as an act of communication which involves a series of discourse processes, whose function takes place within a social framework. A translation is the end product of a decision-making process, with communication strategies and motivated choices being determined by the aim of the text producer. They claim that the comparative study of source and target texts should allow for the elaboration of a set of parameters for target text analysis. They advocate, in TT production, a balance between adequacy to ST meaning and TL equivalence of intended effect. They acknowledge the various factors which impinge on the decision-making process, at the levels of context, text, translatorial linguistic and cultural competence, idiolect and social parole. The transfer of meaning is seen as being effected through lexis, syntax and rhetorical effect, whilst the TT is to be evaluated in terms of readability, acceptability and what they describe as “adequacy to purpose”. Speech act theory is seen as offering a framework for description of discursual function of ST units and Grice’s maxims are held as relevant in the evaluation of potential TL choices, as are the standards of textuality proposed by de Beaugrande and Dressler. The communicative function of a text is held to determine both micro- and macro-processing of translation units, whilst the role of context in the determination of textual structure is seen as separate from but interdependent with the role of genre in determining textual structure. Structure is also defined in terms of discourse texture, involving considerations of form, content, coherence, explicit and implicit relations, thematisation (functional sentence perspective), shared assumptions and reference/ co-reference. The translator as mediator between cultures has to subject the ST to a “thorough processing” of all these features of discourse, in order to make the optimal selection of TL units, taking into account the interaction of signs within a text and the relationship between an ST and others of the same type.

All of these criteria have been taken into account when devising the analytical framework by means of which all texts in the corpus of this thesis have been subjected to evaluation through comparison and contrast of ST and TT segments.

In, *The Translator as Communicator* (1997), these authors build on and develop the concepts introduced in 1990 in an attempt to offer a framework for the training of translators through identification and evaluation of translation problems. In the first chapter the authors describe translation as an “act of communication which attempts to relay, across cultural and linguistic boundaries, another act of communication (which may have been intended for different purposes and different readers/ hearers)”. This,

together with the title, would lead the reader to expect an approach based on the textlinguistic and functional approaches to translation. in accordance with the principles established by Neubert and Holz-Mänttari. inter alia and indeed, in chapter 11 the authors state that what they are actually advocating is an approach based on insights from text linguistics but also drawing on other disciplines such as stylistics, rhetoric, exegesis and discourse analysis. They state their intention as being to investigate communication strategies which transcend text types, focusing on the translator as someone who undergoes an “intensive reception” of the source text in order to generate a new act of communication in the TL. Their decision to ignore previously described differences between literary and non-literary text types is justified by reference to current approaches to discourse analysis (e.g. Fowler 1986)¹¹¹ which examine the way all texts, literary and non-literary, create effect. From this approach they suggest that one of the concerns of the translator should be the rhetorical structure and logical connectors used in the construction of the text as message. Again, this focus recalls aspects of Neubert’s approach to standards of textuality, based those of de Beaugrande and Dressler. However, rhetorical structure may also be determined by underlying ideology in the broader sense of its role as a reflection of socio-cultural values, thus recalling the criteria of situationality and informativity as discussed by these scholars.

Hatim and Mason discuss the translator’s focus in terms of the dichotomy exemplified, for them, by Nida’s “formal vs dynamic translation” and by Newmark’s “semantic and communicative” translation, i.e. between formal equivalence of language units and equivalence of effect. They consider the value of these as describing a spectrum of alternatives regulating translation decisions to be made, rather than as “polar opposites” which are mutually exclusive. They do, however, see the concept of *skopos* as posing a challenge to these more traditional approaches to translation, in that *skopos theory* takes the real world of professional translation into account, including those constraints placed on the translator by the immediate situation, as described (see above) in the work of Vermeer, Reiss, Holz-Mänttari).¹¹² They do not, however, acknowledge the work of these scholars at the point of initial introduction of these theoretical concepts; although the relevant works are listed in the bibliography, this anonymous manner of presenting what have been very important innovations in the field of translation studies suggests a lack of due respect for these scholars and their contributions to precisely those areas of understanding of the task, product and process, upon which Hatim and Mason now draw. Again, standards of textuality are discussed (chapter two) as the foundations for a model of analysing texts, but no reference is made to the way in which Neubert adapted these for the purpose of translation. A similar omission is noted in chapter 8, which discusses cross-cultural

communication in terms of structure of argumentation as a persuasive strategy. The advantage of this approach is that the value of considering texts in terms of performative function, and therefore with respect to function for reader in TL culture, is promoted as a more realistic and useful alternative to the more traditional approach of attempting to analyse texts according to content or genre. The importance of context is recognised and the authors advocate consideration of communicative, pragmatic and semiotic values within a given context. It is also recognised that a text, whilst aiming for a primary function, may be multifunctional or may contain features from other text types as well as those belonging to its main function or predominant text type.

At the level of texts and categories of errors in context, Hatim and Mason consider questions of “mishandling of context” - this relates to errors in decoding of authorial intention through analysis of the language of the text as units of speech acts which are bound together by the different aspects of textual structure and texture (tone). They claim that “different text types place different demands on the translator” so that in order to fulfil the *skopos* of a given target text, the translator will have to respect complex criteria governing text structure and texture or rhetorical effect, with greater latitude in selection of relevant language units to achieve this goal. They advocate the evaluation of target texts in terms of acceptability for a purpose, approving Nord’s criteria for performative evaluation.¹¹³ They discuss other scholars’ definitions of categories of error, including those proposed by Sager:¹¹⁴ inversion of meaning, omission, addition, deviation and modification, which they claim are similar to those proposed by Gouadec.¹¹⁵ For Hatim and Mason, other instances of non-fulfilment of text function should be seen as arising from judgements relating to the relevant acceptability of choices and the adequacy of these judgements is to be evaluated in terms of linguistic and cultural translation competence.

The value of Hatim and Mason’s approach is that these authors attempt to draw on different approaches to translation in order to offer a framework for identification and evaluation of inadequacy of translation choices in performance, through analysis of target texts. They introduce many useful concepts and principles already advocated by German scholars, but without giving full or due credit to these scholars for their earlier and innovative work; this is especially problematic if the reader is not familiar with the work of Neubert, Reiss, Vermeer, Nord and Holz-Mänttari. Insufficient discussion of how speech act theory contributes to an understanding of discourse function leaves the reader in need of further explanation; the suggested categorisation of errors, whilst advocating a functional approach to TT analysis which integrates the notion of speech

acts as sign function would also be more interesting and more helpful if developed more extensively.

Writing in 1992,¹¹⁶ Pym criticises the view of Discourse Analysis in Translation as presented by Delisle and by Hatim and Mason. Pym claims that Delisle does not actually state what a discourse is or might be, thereby weakening his claim to offering a method for translation. As for Hatim and Mason, Pym states that they never actually define what translation is or could be, so that there is a blurring of the distinction between descriptive and normative theory, when these authors not only describe what happens but also offer rules for the translator. Pym further claims that what Hatim and Mason discuss are concepts of discourse analysis with minimal reference to discourse in translation, and with no acknowledgement of translation as a form of discourse. This may be a valid comment but nevertheless Hatim and Mason offer useful principles whose relevance to translation can be acknowledged by translation scholars.

Pym then poses questions about the relevance of discourse analysis to translation theory and practice, wondering how the term 'discourse' might be a useful concept and how to decide how and to which discourse type ST and TT should belong; he asks whether translation involves two distinct discourses and what are the limits of discourse as it affects translation. Pym's interest in discourse is defined in terms of levels of "coherence, unity and completeness", although he concedes that these criteria could equally apply to texts and would not necessarily show whether two texts belonged to the same or different discourses. He explains that in the French tradition, discourse has come to involve the following problematics; the relationship between the persons represented in linguistic utterances (Benveniste, 1966)¹¹⁷; the relation between utterances and texts (Derrida 1967, Barthes 1970)¹¹⁸; the definition of literary voice (Benveniste); the correspondence between language and social structure (Pêcheux 1975)¹¹⁹; the nature of semiotic processes in general, linked to use-related competence (Greimas, Courtès 1979).¹²⁰ None of these, claims Pym, offers clear consensus about the role and number of discourses involved in translation, although Foucault (1969) might be read as suggesting that transfer through translation into a new sociocultural unit will probably involve another discourse. In the case of intercultural advertising it may be that translation involves the infiltration of a discourse type from one culture to another, with or without modification in order to conform to TL discourse type conventions. The degree of modification of these discourse type conventions may depend on the relative relationships of power and influence between SLC and TLC as much as on the globalisation of a particular form of the discourse of advertising. As Toury states, tolerance of interference...tends to increase when translation is carried

out from a “major” or highly prestigious language/ culture, especially if the target language/culture is “minor” or “weak” in any other sense”.¹²¹

In contrast, argues Pym, there is justification in maintaining the distinction proposed by Widdowson, in which text analysis looks at the “formal properties of a piece of language whilst discourse analysis looks at the way sentences are put into communicative use in the performing of social actions”¹²² (c.f. Austin’s “performatives” and Searle’s “Speech Acts”, 1969.)¹²³ As for what Pym describes as “German theory” (text linguistics, skopos, functional approach) this group are held to focus primarily on the material presence of a text, with text type constancy being the norm in the translation situation. Pym’s categorisation develops a kind of dichotomy or opposition between different scholars that the author of this thesis, in common with Baker and Snell-Hornby, is keen to resolve through the adoption of an approach which integrates relevant and useful principles from different preceding theories and approaches to the study of translation.

Pym’s comments concerning semiosis would appear to support the view presented in this thesis, namely that principles of semiotic analysis are of use to the translator in the production and evaluation of the target text. He proposes that a useful approach would be to see discourse as imposing constraints on the semiotic process and that, to avoid an endless series of semiosis, the text should be seen as the principal constraining level at which semiosis is halted, instead of having an open-ended view of discourse as semiosis. Since, as Jakobson (1959) claims, translation is an interlingual form of semiosis, this brings together the concepts of discourse analysis and translation. In order to exclude a view of translation as simple substitution of linguistic units within parallel discourse types in two different language systems, or as an impossible task in the face of different discourse types, Pym suggests that translation be seen as the means by which a discourse is “extended from one cultural setting to another”, so that what is important for translation theory is the relative degrees of success and the nature of transformation required during the translation process. This is important in the context of this study, where detailed analysis of the corpus would seem to suggest that the fundamental approach for the texts studied has been extension, not recreation, although more recently there is growing realisation, in the world of advertising, of the need to recreate a message in and for the TLC.

Pym’s discussion of discursive constraints resembles at times the concept of text-typological conventions and pragmatic problems arising from culture-specific references. His claim that translation can actively assist in the understanding of discourses would seem to reinforce the relevance of Nord’s Translation Oriented ST

analysis as a means of understanding ST language function as well as the more specific means to accessing ST message. Greater understanding of how discourse functions would also strengthen the value of Neubert's standards of textuality in relation to TT production.

3.7. Translation as Interdiscipline

i. Baker

In Baker (1992), *In Other Words*, there is an attempt to move away from close affiliation to either the traditional linguistic approach or the more contemporary text linguistic approach, the aim being to combine criteria and aspects of both into a more integrated study of the problems of translation. The aim is to offer a "systematic approach to the training of translators and provide an explicit syllabus which reflects some of the main intricacies involved in rendering a text from one language into another". Problems are discussed at different levels of language use, but drawing on insights from other related areas of study such as textlinguistics, pragmatics and lexical studies, whilst the importance of the social and cultural environment of text production is also emphasised. Baker adopts the metaphor of the bridge, stating that,

Translation....continues to bring people of different cultural and linguistic backgrounds closer together....it has built bridges of understanding and appreciation amongst different societies¹²⁴

so that adequacy of function would appear to be a primary objective, whilst language is shown to function within a sociocultural environment.

Baker states that translators need to develop the ability to exercise critical judgement of their own work, through a sound knowledge of what language is and how it functions. In order to identify and examine different strategies, it is necessary to analyse language units in use, although with the proviso that, "the division of language into discrete areas is useful for the purpose of analysis and, provided we are aware that it is adopted merely as a measure of convenience, it can help to pinpoint potential area of difficulty in language".¹²⁵ To give further weight to this approach, reference is made to Halliday's injunction that "meanings are realised through wordings" so that a "theory of wordings" is essential to text interpretation.¹²⁶ As Baker quite rightly states, overemphasis on context and function can lead to lack of accuracy at the level of individual units of language in the representation of micro-contextual meaning. The "lower levels" of the text contribute to the overall impact and so must form part of any

discussion of translation strategies. The desire to focus on language function and to be able to generalise both discussion and analysis led to the decision not to adopt a single language-pair specific approach but to draw on examples from different languages to exemplify types of language unit and function. Reference to non-European languages allows for the identification of culture-based problems of non-correspondence of world-view and conceptual organisation. Signs are described as functioning at the level of morpheme, word, or more complex units and discussed in terms of types of meaning to be represented, including *propositional*, *expressive*, *presupposed* and *evoked* meaning. It is claimed that very often in a translation it is *propositional* meaning (factual, referential) which is inaccurate. *Expressive* meaning is described as relating to speaker intention, whilst *presupposed* meaning is linked to linguistic intra-systemic relationships between words, in terms of syntax or collocative use. *Evoked* meaning is seen to result from dialect and register variation, in terms of “field of discourse” (immediate communicative context); tenor of discourse (relationships between interlocutors) and mode of discourse (spoken or written, text type), which will influence linguistic choices. Notwithstanding the overlap between these types of meaning which will be encountered by the translator, Baker believes that it is possible to offer suggested strategies for overcoming instances of “non-equivalence” which would appear to be instances of non-correspondence of use at the level of language units across language systems, influenced not only by the internal rules of each system but also by individual authorial “manipulation” of these systems. Furthermore, correspondence (or equivalence) between language units will hold in given contexts of use but may possibly be more widely generalised.

At the level of the word, strategies suggested include being aware of differences between language systems relating to lexical fields and membership of lexical sets; differences in perspective and conceptualisation; culture-specific concepts; differences in form through different syntactic mechanisms (for example, for differentiating between the agent and the person-object of an action, in English this being indicated by different suffixes, e.g. employer, employee). Loan words are discussed as a translation problem, also false friends. Above word-level, strategies include collocation; also idioms and fixed expressions, where compensation of idiomatic function elsewhere in a text than the place of occurrence in the ST is one strategy. At the level of grammatical equivalence, this is divided into syntax and morphology, i.e. word combination and word structure. Grammatical choices are described as being, in the main, obligatory within a given language system, whereas lexical choices may be optional. The effect of “deviant grammatical structure” is noted for its impact in certain text types, such as poetry and advertising, so that observance of language-specific conventions would generally be expected as the norm in translation for the

given discourse field and text type. Number, gender and person, tense and aspect, and voice are discussed as fairly generalised categories of syntactical differentiation across many languages, so that for these language functions it should be possible to find a target language system-defined corresponding unit to a given SL unit. The importance of word order in textual coherence is discussed, as are “features of textual organisation”, which include thematic and information structures, coherence, cohesion and implicature. All of these features are addressed in the framework for text analysis used in this study, although thematic organisation is considered under the heading of paraphrase as a transfer strategy.

In *In Other Words*, there can be seen echoes of a more strictly linguistic approach to problems of translation, looking at units of meaning in terms of their linguistic function. But this is not the whole picture, as equal importance is given to textual structure and to context, with note taken of ST author intention. Thus Baker would appear to draw, as claimed, on relevant aspects of several modern approaches to translation, including linguistic, textlinguistic and even perhaps functional, although not so directly stated. This more eclectic approach to translation has the advantage of taking into account both macro-and micro-units of a text, so that strategies can be developed for the latter which will enhance the former and achieve greater success in TT function in culture.

In a recent paper (1996)¹²⁷, Baker discusses the contributions of cultural studies and of linguistics to translation, taking into account two views of culture as firstly, “the result of the process of evolution” which is described as an elitist view prioritising Western civilisation; and secondly, as the “whole way of life of a people... a view that stresses pluralism and difference”, seen as a non-elitist view. The pattern theory of culture¹²⁸ involves the study of patterns of behaviour, and this approach could be said to echo Toury’s view of norms having relevance to behaviour in a given socio-cultural context at a given period of time. This echo is seen as being due more to generalised intellectual development than to direct influence but is therefore even more significant as illustration of a trend towards greater consideration within different disciplines of the role of socio-cultural context and patterned behaviour, whose relevance to translation has been taken up and demonstrated by many scholars, including in the work of Baker. Another view of culture, from the perspective of social structure as a “network of social relations”,¹²⁹ demonstrates the compatibility of this approach with the concept of the polysystem of texts proposed by Even-Zohar¹³⁰ and reiterated in the work of Toury.

Baker concludes that cultural studies can contribute to translation studies by encouraging translators to “think beyond the immediate task of rendering a text from one language to another”. The translator will be encouraged to consider the role of translation in a cultural environment and the power of the translator; the work of Venuti is quoted as a powerful study in these areas in the field of literary translation,¹³¹ debating the responsibility of the translator in terms of the home or the “foreign” culture and querying the most appropriate approach to the translation of certain types of literature. The approach chosen will, according to Venuti, depend on the aim of the translator or of the translation giver, with regard to the polysystem of the importing culture, whether the aim is to “domesticate” or to “foreignise” the translated text, raising also questions of how this will affect the recipient culture. Although Venuti’s work is rooted more in a quest for ideological motivation and effect, there are still resemblances between his criteria and those of a more linguistic and socio-cultural nature, in translation studies, of ST adequacy in competition with TL acceptability.

In conclusion, Baker asserts that “there is no need to set various disciplines in opposition to each other to resist the integration of insights achieved through the application of various tools of research, whatever their origin”,¹³² since translation studies is believed by many contemporary scholars, Baker included, to be an interdisciplinary field of study which can, and should, draw on precisely this range of insights.

ii. Snell-Hornby

In *Translation Studies, an Integrated Approach* (1988), translation is presented as a means of Intercultural Communication. This approach acknowledges the interdependence of translation with other disciplines and also calls for recognition of the contribution of concepts and theories from these other disciplines to a more in-depth awareness of the complex nature of the process of translation. Snell-Hornby argues that a culturally-oriented approach to translation can apply to different types of translation, literary and non-literary, but more so to the latter than to the former, given the role of the source text in relation to the target text, the relatively lesser degree of situational complexity and the lesser constraints of considerations of style, in the case of what she calls pragmatic (non-literary) texts.¹³³ Snell-Hornby argues that concepts from the linguistic approach to translation can be reconciled with principles of text linguistics and the functional approach, as well as from prototype semantics, contrastive grammar and speech-act theory, to form what she describes as an *Integrated* approach to translation.

Snell-Hornby explains that over the past three decades (now four, since this work was published in 1988) translation studies has shifted its focus from the micro-unit to consideration of the text and its macro-structure, as in the text linguistic and functional approaches. She notes that the traditional dichotomies proposed by Saussure (signe/signifié), by Nida (formal versus dynamic equivalence) and Catford (formal versus textual equivalence) have become outmoded as translation scholars have moved on from these questions to broader considerations of text type and function. Snell-Hornby claims, however, that Reiss's categorisation of text types, whilst helpful as a basic premise, is in itself too inflexible and may distort perceptions, since many texts are in fact hybrids of different forms and functions which do not easily fit into a single category. It must be noted here, however, that Nord, as a student of Reiss, did accept that one text may correspond to more than one category type and that what matters is the "predominant text type". This concession by Nord is echoed in and developed by Snell-Hornby's advocacy of a more flexible approach, based on a "blurring" of the boundaries of text types (in accordance with the work of Rosch on categorisation and prototypes),¹³⁴ which, argues Snell-Hornby, can take into account the varying complexities of texts and their contexts in the translation situation. She also advocates a more "holistic" approach to the evaluation of a translated text, based on the Gestalt principle that the "whole is more than the sum of its parts".¹³⁵ Although this principle would appear to imply that analysis of the individual parts cannot lead to a better understanding of the whole, it is the contention of this study that, for advertising texts which are non-literary and designed to fulfil one main, clearly defined function, the opposite is true and that the attempt to evaluate the overall success of each translated text, in the light of detailed analysis of the individual text units and of the way these contribute to an overall impact on the target reader, still falls under the broad canopy of a "holistic" approach. Snell-Hornby herself talks of translation studies being concerned with a "web of relationships", in which the importance of individual text units is evaluated in terms of socio-cultural situation and text-related criteria. What should concern the translator is the world which exists at the juncture of different approaches to translation and at the juncture of different "disciplines, languages and cultures".¹³⁶

Snell-Hornby's *integrated* or holistic approach argues for a perspective which combines aspects of linguistic textlinguistic and functional approaches, together with concepts from more culturally-oriented approaches which see the target text as part of the target culture system of texts and of literature, as adopted in the work of Lefevere, Lambert and Hermans in the Netherlands, of Toury in Israel and in that of Bassnett in the UK, inter alia. The first three of these scholars belong to what has been called the "Manipulation School", since their basic premise is that in the case of literary

translation, there will of necessity be some manipulation of the source text depending on its intended purpose in the target culture. For these scholars, the translated (literary) target text will also become part of the dynamics of the polysystem of TLC texts with its own particular influence on this system, based on the work of Even-Zohar in this field.¹³⁷ These scholars felt that a linguistic approach could not offer sufficient scope to deal with the complexities of the literary text and advocated a descriptive approach, which involves the comparison of different translations of a particular text, in order to assess and evaluate actual performance in the search for insights into the processes involved. As a result of this approach there was a shift in focus from the processes themselves to the product as a primary object of study (for example, in Toury 1980 and 1995), an approach reflected in the methodology adopted for this study, the difference being that whilst a literary text may be translated by different people, each believing that he or she can best interpret the ST author's intentions and create a better target version than previous translators, an advertising text is usually translated by the ST producer (or commissioner) for the same purpose in the TLC; whereas literary texts can be translated at different times or in different eras, to reflect changing language use or attitudes, or to change these, to blend in with the polysystem or to effect modifications in this, the advertising text tends to be translated in more or less direct synchrony with the production of the source text, so that contrastive and comparative analysis has to focus either on different language versions of the same text, or, as in the case of this study, on the perceived differences between source and target text.

These two views of translation, that of Snell-Hornby's together with that described in Baker 1996, have a clear relevance to the translation of advertising texts - which are by definition interdisciplinary in nature - and would appear to support the relevance of the interdisciplinary nature of this present study.

Translation as a feature of intercultural communication is also studied by House and Blum-Kulka (1986), Ladmiral and Lipiansky (1989), whose work calls attention to the interdisciplinary nature of the field. These approaches to translation include disciplines such as semiotics, for the study of representation of meaning through language signs; speech act theory, to assist in the understanding of the function of an utterance rather than focus on its linguistic form; socio-linguistics, to understand language function within its social and cultural context; psychology, to understand the concept of correspondence at the level of prototype semantics and to gain a better understanding of the mental processes involved in the decision-making process (for detailed discussion of this, refer to studies into Think Aloud Protocols, by Kussmaul, Séguinot, Lörscher, Tirkkonen-Condit *inter alia*).¹³⁸ A prototypology of basic text

types is seen by Snell- Hornby as a pre-requisite for translation activity, as is knowledge of the socio-cultural background of both source and target cultures, so that “the importance of individual items is decided by the relevance of each in the larger context of text, situation and culture”.¹³⁹ This is clearly of relevance in evaluation of the global impact of a given text and its intended function in the TLC, as addressed in this study. However, by its focus on the fact of decisions at the level of micro-units being taken on the basis of and with reference to the “larger context”, this approach does not, perhaps, propose sufficiently specific and yet generalisable strategies whose importance would be of relevance in terms of individual translation problem types.

Other approaches to translation

3.9.Relevance theory

In *Translation and Relevance. Cognition and Context* (1991), Gutt argues that there is no need for a specific theory of translation, since all problems of translation can be accounted for within the framework of the relevance theory of communication, as developed by Sperber and Wilson (1987). This theory sees communication as taking place in terms of intentions and inferences. Either direct evidence is provided for the message receiver or direct evidence of intention to communicate, inviting the message receiver to infer intended meaning, otherwise described as the “informative intent and communicative intent” of a message. In accordance with Grice’s maxims, a communicative event should “avoid ambiguity and obscurity, also be brief and orderly”.¹⁴⁰

During the process of text production any information available to the addressee can be used as a premise; assumed knowledge on the part of the message receiver is an important element of encoding of information. Contextual effect will facilitate inference by the text user, by strengthening the validity of the interpretation or varying interpretations as inferred by the addressees. A further pre-requisite for relevance to apply is that the message has to be formulated in such a way that the addressee is persuaded of the probable relevance of the message in terms of his or her world view. Thus relevance is seen as functioning to differing degrees, depending on contextual effort and conditions of relevance as perceived by the addressee. The effort required to process the information should be minimal and contextual evidence should fall within recognisable frameworks of experience for the addressee. The principle of relevance is thus defined as occurring as follows:

The communicator produces a stimulus which makes it mutually manifest to communicator and audience that the communicator

intends, by means of this stimulus, to make manifest or more manifest to the audience a set of assumptions¹⁴¹

This theory is applied to verbal communication which involves “linguistically encoded semantic representations” which are seen as “abstract mental structures which must be inferentially enriched before they can be taken to represent anything of interest”. The propositional form is seen as an “explicative” from which “implicatives” can be recovered within a context of intended communication and in the expectation, on the part of the addressee, of the optimal relevance to this purpose of the implicit and explicit information conveyed in the message. Aspects of stylistic use can contribute to the overall ability of the addressee to infer authorial intention, assuming a degree of co-operation between addressee and message. The author has to achieve a balance between that which must be made explicit, in order to minimise difficulty of interpretation and that which can be left implicit, in order to reduce demands on the processing capacity of the addressee in instances where implicature can lead to brevity and economy of effort. Relevance theory thus postulates that “every act of ostensive communication communicates the presumption of its own optimal relevance”¹⁴².

This theory has been applied more specifically to the domain of interlingual translation, as an alternative approach which precludes the need for a specific theory of translation. For Gutt (1991), the principle of relevance leads a particular belief, namely that the receiver of the utterance is allowed to assume that his interpretation will be that which a rational speaker might be expected to reach. Recalling the prerequisite conditions for this principle to apply, Gutt notes that it is up to the communicator to make the correct assumptions about codes and contextual information which will ensure that this principle is operative in an utterance; responsibility for misinterpretation rests with the speaker. The context of the communicative act is described as the subset of the hearer’s assumptions about intended content and propositional form. Relevance is context-dependent, and the degree to which a communicative utterance is relevant is based on the effort required to process this in the specific context of delivery. Nida and Taber’s concept of “dynamic equivalence” is referred to in order to define successful communication as being where the receiver of the message in the receptor language responds to this message in substantially the same manner as the receptors of the source language.

Within the context of this theory, Gutt claims that translation functions at the level of interpretive use of language, as opposed to direct reference or descriptive use. He differentiates between direct translation, where the translation is intended to carry the same meaning as the original and where recipients must be familiar with the context of

the original text, therefore corresponding, for him, to Sperber and Wilson's interpretive function of language; and indirect translation, corresponding to the descriptive use of language, where the original context must be made clear to the recipient. In interpretive communication resemblance is defined in terms of "shared thoughts" or more specifically for translation, in terms of "shared explicatures and implicatures" between texts as messages. The complexities of translation as a communicative event are examined from the perspective of a cause-effect relationship rather than in terms of behaviour as process or in the production of a product.

The main criterion for translation quality, according to Gutt, is whether and to what extent the translated text corresponds to the needs of the user, according to the communicative principle of relevance and measured by the degree of processing effort required in order for the TL receiver to react as intended, by the ST author for the ST reader, to the TT. This would, of course, justify and reinforce the emphasis placed by the functional approach on target culture and target language features and constraints affecting the reception by the target user of the translated text.

In a recent article in *Target* (1996), Gutt recalls the relevance-theoretic model of communication and re-asserts his belief that "at heart, human communication relies on inference" so that "meaning is not conveyed by the text alone but crucially relies on the inferential combination of a text with a context". A contextual effect, and change in awareness, is brought about in the addressee by means of the inferential combination of the informative content of an utterance and the addressee's contextual knowledge, making such effects of necessity implicit. The aim of the communication is optimal relevance, which should result in the avoidance of unnecessary interpretive effort on the part of the addressee. Context is defined as follows; firstly, it is a "subset of all the information accessible to a person"; secondly, as information "selected"; and thirdly, "that set of information which allows the text or utterance to be 'optimally processed'".¹⁴³ He sees the benefit of implicit information as being its capacity to generate or allow for varying degrees of interpretation depending on the inferential capacity of the addressee, within the framework of the mechanisms provided for this inference by the communicator. The more explicit the assertions, the greater the degree of responsibility on the part of the communicator; conversely, the weaker the level of explicitness and the greater the implicit content of the message, the greater the interpretive responsibility of the addressee. Relevance will always be context-dependent and therefore a message must be relevant to the cognitive environment of the addressee. In translation it may be that a given message will be difficult to translate in whole or part, in view of the particular cognitive environment of the TL reader. Gutt also accepts that it may be possible, by following the principle of relevance, for

the message of a translated text to appear relevant to the TL reader, without actually achieving successful communication of the ST message. He does not, however, explain how to ensure that both TL relevance and ST (informative and intentional) accuracy can both be achieved, the one without detriment to the other.

A further point for which Gutt does not allow is the need for the translator, as intercultural and interlingual expert, to ensure that aspects of the ST are made accessible to TL readers in situations where the TL reader may not have prior knowledge of language or culture specific forms or units of communication or meaning, so that the TL reader is enabled to acquire new contextual knowledge and expand his cognitive environment. Furthermore, if the main criterion for successful text function is solely user-oriented, then there is no absolute need for an ST and the process involved in text production becomes adaptation from an idea, rather than interlingual mediation. The problem here, for non-literary or commercial translation, would be the need for text production to conform to the conventions specified by the target culture for text type and text function, but also to the conventions specified by the text giver or client. There may be specific conventions to be followed, there may be constraints of layout, time, space, in-house norms, message content and structure. In other words, the commercial environment places extra demands on the translator which may insist on acknowledgement of the existence of the ST and on some identifiable form of relationship between ST and TT. This cannot be achieved without reference to strategies for translation which are based on a specified form of this relationship. Hence it is necessary to have a theoretical framework for translation which can offer relevant strategies for the production of a functional and relevant text for the target user. Relevance theory is not sufficient in itself but can offer a complementary means of justification and evaluation of choices.

3.10. Paraphrase

Another useful and complementary approach to the evaluation and selection of translation choices is that offered by both Fuchs, in *La Paraphrase* (1982) and Hewson and Martin (1991), *Redefining Translation: The Variational Approach*.

In *La Paraphrase*, Fuchs explains that the translator arrives at a final translation choice by a process of evaluation, selection and rejection from amongst different potential formulations. Decoding of intended units of meaning takes place at referential, locutionary, pragmatic and symbolic levels, so that the TL choice can reflect and correspond to the level of meaning of the SL unit. She claims that:

Paraphrasing establishes a process of conversion between utterances that dissociates meaning in terms of what remains unchanged after transformation (core meaning) and what is changed (peripheral meaning)¹⁴⁴ (translated by Hewson, Martin)

She suggests that there are three different types of paraphrase: *paraphrase proper*, defined as a preconscious activity which abstracts the essence of intended meaning and will therefore be reductive; *metalinguistic* paraphrase, which is a conscious linguistic activity and takes into account all aspects of semantic definition; and finally, somewhere between these two, a kind of *glossing process*, when paraphrasing becomes conscious, when the subject becomes aware that a relation of identification and correspondence is being posited. Fuchs claims that there is no objective proof that either the first or the second form of paraphrase is more effective or reliable in the decoding of intended meaning. Linguistic paraphrase is examined from the perspectives of methodological and theoretical problems, as well as in terms of a metalinguistic means of evaluation. The question of the nature of the logical relationship between various propositions forms the basis for discussion, with two models being discussed from contemporary linguistics. The first model, that of Harris, and to a lesser degree, of Chomsky, involves the detailed categorisation of regular syntactical correspondences in the transformational model. The second, that of Martin and Pottier *inter alia*, considers the semantic relations which link *paraphrastic sets*, through identification of semantic invariants upon which different modifications may be operated to produce differences in semantic reference.

Problems of linguistic paraphrase are shown to include the constraints imposed from within a given language system with regard to potential combinatory strategies which can be applied to units of meaning. Theoretical problems include questions of semantic relations in terms of synonymy, semantics and the interpreting subject. The quasi-impossibility, for Fuchs, of establishing total synonymy between paraphrastic alternatives necessitates consideration of how to achieve partial or near total semantic equivalence, based on a “noyau sémantique commun”, a kind of prototype core of invariable semantic reference, so that between paraphrastic sets there will be some degree of semantic correspondence and some elements of variation. The concept of paraphrase demands a high level of language competence with awareness of nuances of meaning and style, contextual variation of use and culture-specificity of representation on the referential and symbolic levels.

Hewson and Martin (1991) further develop the concept of paraphrase as a framework for translation decisions. They note that according to Peircean semiosis there are no

semantic universals, only operational ones of sign function, so that analysis of sign function can also assist in the selection of appropriate paraphrastic forms. In Peircean terms, meaning does not exist independently of context but is assigned to a unit or sign by the dynamic structure in which it figures. Meaning is activated by the sign interpreter in conformity with the perceived purpose of the communicative act. Paraphrastic formulations serve as interpretants of signs, with different interpretants being activated by different recipients of the utterance, or text as communicative event. In translation, differing degrees of meaning are thus activated according to variations in paraphrastic reformulation from SL to TL. Between two languages, what varies is the paraphrastic set; what remains constant is the *homologon*, or underlying essential intended meaning, which informs choice and ultimately dictates appropriate choices. Hewson and Martin claim that “paraphrastic reformulation corrects the potentially reductive tendency of the selective procedures”.¹⁴⁵

The concept of the invariant interlinguistic homologon allows the generation of a number of alternative paraphrastic solutions to the transfer of a given SL unit, taking into account TL norms and conventions, user needs and intended text function. The ST is seen as the basis for explicit paraphrastic formulations, firstly in the SL, then in the TL, with the homologon functioning at the level of lexis, syntax, propositional, contextual, situational and cultural features. This is a looping model, with TL paraphrastic versions being checked against those of the SL until the optimum version in context for function is identified, a kind of looping semiosis (see Eco, Chapter Three). Production of TL paraphrastic sets will be conditioned by TL conventions but within these constraints certain strategic shifts and manipulations can be operated on the homologon, from SL to TL. The linguistic and cultural competence of the translator in both LC1 and LC2 therefore play an essential role in the competent production of paraphrastic alternatives, within text typological conventions. The decoding of the ST is undertaken from the L2 perspective, taking into account specific TL user needs and TL text function. This approach is intended to produce “a series of qualified decisions within the paradigm of possible options”. The value of this approach is seen to offer scope for empirical learning of strategies, through trial and error, with a systematic development of translation skills. Discriminatory competence is acquired, and sensitisation to the varying degrees of conceptual explicitness inherent in potential choices. The authors claim that comparison and criticism of target texts and their source texts gives a retrospective or descriptive view of practice within specific discourse or text types, in order better to inform choices for prospective production.

Both of these views of paraphrase as a translation methodology could be said to be more firmly anchored in a language-oriented ST analysis than the functional approach, since TL choices are not only to be evaluated in terms of TL text typological and linguistic norms, TL sociocultural conventions and reader needs, but also in relation to SL intended meaning at the level of individual units as decoded and interpreted through a paraphrastic form of semiosis by the translator as ST interpreter. The essence of paraphrase is that it is a reformulation of perceived meaning first and foremost. It may be that in order to achieve functional constancy for a TT, there may have to be a substitution or adaptation of semantic meaning; the functional approach allows for this, whereas paraphrase would appear, to a great extent, to preclude such strategies.

This is not to say that paraphrase is not a useful method for generating potential TL alternative signs or propositions. In the first instance, paraphrase is a useful tool for the identification of the referential (deep structure) meaning of an ST proposition at the level of sign, phrase, sentence or paragraph. Secondly, paraphrase within the TL will enable the translator to consider various alternatives from the perspectives of accuracy or adequacy to ST content and of acceptability to TL language norms (surface structures) within the scope of specific text type conventions. Rephrasing of TL paraphrastic sets into ST paraphrastic sets can also, in some circumstances, be a useful means of checking SL comprehension. In a professional translation situation, it is sometimes necessary to combine the desire for a functional approach with constraints imposed by another authority or by other situational or environmental factors (see chapter four, Variables). In these cases, where there may be minimum scope for flexibility (including recourse to strategies of adaptation, substitution, omission or expansion) it may be necessary to seek strategies which are based on clearly identifiable ST units, and this is where the concept of paraphrase would enable the translator to ensure accurate interpretation of the ST sign, unit or proposition and to arrive at the optimum choice of TL signs to convey this interpretation.

3.11.Semiotics and translation

It could be argued that although the above criteria offer what could appear to be a comprehensive framework within which to evaluate translation choices and the ultimate product of these choices, the TT, one other approach has been briefly touched on by some scholars but not developed sufficiently fully to show its potential contribution to description of ST-based TT construction. This approach is that of semiotics, in the Anglo-American tradition of Peirce, as a means of describing sign function in the representation of meaning. In the case of advertising texts, where sign

function is of importance in the creation of effect through implied and explicit meaning, a semiotic approach to description of Target Texts would appear particularly useful and appropriate.

Although the image as sign is often taken to have most impact in message construction, for the purpose of this study it is the sign as a unit of written language which is of relevance in semiotic interpretation. The manner in which the translator accesses the sign/ meaning relationship in the ST and, on the basis of this interpretation, selects the appropriate TL sign, would appear to be of use in attempting to identify successful translation strategies. Description, in terms of sign function, of a unit of meaning in the TT and comparison with the corresponding unit of meaning in the ST can give additional insights into strategies adopted by translators, whether deliberate (and therefore to be evaluated as such) or unconscious, in which case understanding of degree of effectiveness of this strategy can in turn lead to more effective strategies at this level of sign function. Analysis of sign transfer at the level of linguistic units has been shown to be insufficient in terms of the global communicative act, as has analysis of textual features without consideration of individual signs. Sign interpretation according to principles of semiotics can help to bridge the divide between individual signs as units of meaning and text segments or whole texts as signs and units of meaning.

Lambert and Robyns argue that translations:

are to be seen as the result of and the starting point from which to view semiotic processes at work in the formation of discursive practices... one step in the ongoing process of the endless semiotic chain...an intercultural activity¹⁴⁶.

Fairclough 1995, following Foucault 1981,¹⁴⁷ describes discourse as, “an ordered set of discursive practices associated with a particular social domain or institution”, claiming that discourse is a “socially ratified way of using language in connection with a particular type of social activity”. Text types, on the other hand, are described as more specific instances of discourse which can be specified at different levels of particularity. Thus written advertising texts with no accompanying images could be described as a particular form of text type within the discourse of advertising. As such, these texts can exemplify discursive practices and demonstrate the workings of intercultural and interlingual semiosis.

In Summary

As a result of the preceding discussion of different approaches to the process of translation, it can be seen that the trend in the discipline of Translation Studies has moved from the more traditional approach, based on purely linguistic criteria for transfer of meaning at the level of individual signs, to an approach which takes as its priority the intended function of the target text within the target culture and which considers the text as a (target) culture-based phenomenon. A wider set of criteria for decision-making and evaluation have evolved, the basis of which is that in order for a TT to achieve its intended function, decisions and choices made during the translation process have to take into account the probable intentions of the SL message producer, as these have been identified by the translator, drawing on linguistic and sociocultural competence and world knowledge in order to do so through analysis of ST structure, style and content. The mediation of the intended message, once identified, will have to take into account the specific needs of the target language addressee, bearing in mind this reader's profile of world knowledge and familiarity with the source culture when deciding the degree of explication needed or of implicature which might be possible, avoiding any loss of information transfer, reduction of intended impact or detrimental effect on the overall comprehension and perception of the global message.

The process of interlingual and intercultural communication through translation has been shown to comprise different factors which can best be understood by reference to a variety of disciplines, including not only linguistics but also sociolinguistics, text linguistics, semiotics and intercultural studies. The interdisciplinary nature of this complex process would therefore seem to exclude the possibility of relying on a single approach; the translator would need to be aware of all overlapping and contiguous aspects of this interdisciplinarity in order to produce a (source-text induced) message which will be optimally successful in its communicative function for the target language reader.

Within the framework of Descriptive Translation Studies and with the intended aim of shedding light on the nature of those translation strategies most likely to create optimal communicative effect, this study is intended to lead to analysis of these strategies and description of the different types of strategy. Empirical analysis of authentic text pairs, as advocated by Toury, would need to consider translation choices and operations from a comparative perspective; firstly, in order to identify the nature and function of the ST message and its intended impact; secondly, to permit identification of strategies adopted for message transfer at macro-and micro-levels of units of meaning; thirdly to identify and evaluate the dominant approach adopted by the

translator, in order to determine whether this produces optimum impact for the text type under consideration.

Given the nature of the text type, namely that of advertising, with its persuasive function and inherent need to create effect in order to produce the desired form of response and behaviour on the part of the addressee, it would seem unlikely that a linguistic approach to the recreation of the (SL) message would, in itself, be sufficient for the purpose. It is to be expected that the translator would need to adopt an approach which takes as its framework an intercultural perspective and which pays heed to aspects of text linguistics in so far as these will determine the construction of the target text. If the translator does not adopt such an eclectic approach it is highly likely that the resulting text will not function as intended in the target culture and in relation to its addressee.

The relevance of semiotics, as the science of sign function, to the translation of (written) advertising texts has been touched upon briefly in this chapter and will be discussed in further detail in Chapter Three. In Chapter Four, there will be a discussion of the possible variables which can affect a translation situation but are to some extent external to translatorial control. Discussion and summary of the key concepts which form the basis for textual analysis for the purpose of this study, drawn from the theories presented in this chapter, will be given in Chapter Five. A summary of strategies observed through analysis will be given in Chapter Six and an attempt will be made to evaluate the nature and effectiveness of different strategy types, also of the overall approach(-es) within which these occur. Finally, conclusions will be drawn with regard to these strategies and approaches in the resolution of translation problems of linguistic and cultural natures for this particular text type, with implications for more generalised conclusions which could apply to other text types.

An Eclectic Approach to the Selection of Translation Strategies

Certain key concepts are reiterated in the work of the scholars as described above, in relation to the translation situation. The methodology for analysis adopted in this study has drawn on different views of translation to generate an eclectic approach to the identification of translation strategies, which have been identified through contrastive and comparative analysis of text pairs, at the level of text and at the level of text segments, for each pair.

The fundamental principles adopted are as follows:

*The concept of translation as an intercultural, as well as interlingual, form of communication, necessitating at times adaptation, compensation or explicitation, in order to assist the TL addressee in accurately interpreting the intended SL message, with as many as possible of the associative connotative values of the ST being recreated in appropriate TL forms.

*The notion of the primacy of the intended TT function in the TLC as determinant of the appropriate TL forms, within the parameters imposed by the translation situation, the text type norms, social conventions and linguistic intrasystemic rules of the TL. Within these constraints, standards of textuality can be applied in order to evaluate the potential acceptability of the TT as an exemplar of a given text type and in relation to its intended reception and interpretation by the TL addressee.

* The importance of the role of the translator as expert intercultural mediator and the high level of competence required of him or her in relation to cultural and linguistic competence in both SLC and TLC; also the need for a high degree of translation competence in the approach to the process of interpretation of ST concepts and selection of TL units to express these. Awareness of the intended TT function is essential in assessing the needs of the TL addressee; also necessary is an initial decision as to the intended relationship between ST and TT, depending on TT function, and in relation to the best way to achieve both of these.

* The importance of viewing the ST as a functional message, composed of sub-units of meaning as well as in terms of its global message. Also the need to understand how these sub-units are created within the ST (sign-meaning relationships and interaction between signs to generate unexplicated meanings) and the need to seek to recreate similar sign-meaning relationships in the TL in order to achieve effective communication through text function and intended impact on the new TL addressee. The semiotic approach to sign-interpretation is of additional value in this process.

*The value of developing, through trial and error and by means of retrospective, descriptive analysis of segments of text-pairs, an awareness of potentially successful strategies for particular translation problems, which can then be tested in different contexts to evaluate their reproducibility and then used to enhance translation competence in performance, through TT production.

* The value of not restricting the process of selection of transfer strategies to a single framework or approach to translation, as each approach has been shown not to offer, in and by itself, a sufficiently comprehensive framework for the description of solutions to translation problems. Instead, the translator should be aware of many different potential approaches to the solution of problems of translation and draw on these according to the particular problem in a given context and translation situation. The translator can therefore call on strategies described in the approaches described in this chapter, namely linguistic, discourse analysis, socio-cultural, textlinguistic, skopos, intercultural, interdisciplinary, relevance and paraphrase. An understanding of the key principles of these approaches will suggest possible transfer strategies; the transfer process can be further enhanced by an awareness of the semiotic principles of sign-function as a complementary mechanism for meaning-transfer.

In Chapter Two, problems related to the construction of the advertising message will be discussed and related to problems of translation as described in this chapter. Chapter Three will consider how a semiotic approach to interpreting the sign-meaning relationship can be of use in the translation of advertising, whilst Chapter Four will consider some of the variables of the translation situation affecting the process of text production. Chapter Five will outline the methodology adopted for analysis of the corpus of text pairs and Chapter Six will present the findings of this analysis, also draw some conclusions in relation to the fundamental principles described above.

¹ Peirce. Collected Papers 1931-1966. Hartshorne et al (eds), quoted in Gorlée 1994:153

² Steiner G, 1975:47

³ Steiner G, "The Hermeneutic Motion" in Chesterman A (ed) 1989:31

⁴ Reddy M J. "The Conduit Metaphor", in Ortony A (ed), 1980. Metaphor and Thought. London. C.U.P., pp284-324

⁵ Holmes, J S, paper entitled "The Name and Nature of Translation Studies originally presented to the Translation Section of the Third International Congress of Applied Linguistics, Copenhagen 21-26. August 1972, see Holmes 1973

⁶ Hempel (1967). "Fundamentals of Concept Formation in Empirical Science", in, International Encyclopedia of Social Science, Foundations of the Unity of Sciences, II.(Fasc. 7, p 1) Chicago. University of Chicago Press, quoted in Holmes 1973:71

⁷ Holmes J, "Translation Theory, Translation Theories, Translation Studies and the Translator" presented at the Eighth World Congress of the International Federation of Translators, Montreal, 12-18 May 1977, published in Holmes, 1988

⁸ Toury G, 1995:10

⁹ Hermans T, 1995: 215-224

¹⁰ Toury, G, 1995:4

¹¹ Toury 1980:84

¹² idem:11

- 13 idem:13
- 14 idem:17
- 15 Nord C, 1991: 23
- 16 Toury 1995:65
- 17 Hermans T, 1995:215-224
- 18 Toury G, 1980:12
- 19 idem
- 20 Toury: 1980:89
- 21 de Mauro T (ed), 1972/85: 25
- 22 Cours de Linguistique Générale:151, de Mauro T (ed), 1972/85
- 23 de Mauro T (ed), 1972/85: 160
- 24 idem
- 25 Vinay, Darbelnet, 1972:18
- 26 Neubert, 1985:142
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- 29 Delisle 1982:63
- 30 de Beaugrande, R 1978, quoted in Hatim B, Mason I, 1985:33
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- 34 Jakobson 1959:233, in Gorlée 1994:160
- 35 Peirce C S. (1931-1966). Collected Papers of Charles Sanders Peirce. Hartshorne, Weiss. Burk (eds), 8 vols. Cambridge MA: Belknap Press. quoted from vol 5:594, 1903, in Gorlée 1994:121
- 36 Gorlee 1994
- 37 Gorlée 1994:152
- 38 According to Gorlée. Eco's 1979 A Theory of Semiotics. forms the basis for a work by Frawley on translation as an essential problem of semiosis.
- 39 Liszka (1990), Johansen (1993), Plaza (1987), Deledalle-Rhodes (1991), listed in Gorlée 1994:24
- 40 Chesterman 1989:70
- 41 Neubert 1985:142
- 42 Catford 1965:50
- 43 Catford 1965: 1
- 44 Catford 1965: vii, quoted in Delisle 1980:54
- 45 Catford 1965: 29-31, in Chesterman 1989:70
- 46 Sager J. "The Dawn of a Modern Theory of Translation". review of Mounin's Les Problèmes Théoriques de la Traduction. in *The Translator*, vol.1. no.1.(1995), pp87-91
- 47 Pergnier, 1980 :243
- 48 idem:32
- 49 idem:158
- 50 Nida E. "Science of Translation", in Chesterman A, (ed) 1989: 80-98
- 51 Nida E A (1997), "Language, Culture and Translation", Seminar paper given at UMIST, Manchester, UK, 6.3.1997. introduced by Juan Sager and presided by Mona Baker
- 52 Newmark, P 1988:9
- 53 idem:47
- 54 idem:47
- 55 idem:61
- 56 idem:87
- 57 idem:81

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- ⁶⁰ Reiss K, Vermeer H (1984). Grundlegung einer allgemeinen Translationstheorie. Tübingen. Niemeyer
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- ⁶⁵ idem:85
- ⁶⁶ Neubert A, 1968, "Pragmatische Aspekte der Übersetzung", in 'Grundfragen der Übersetzungswissenschaft', Beihefte zur Zeitschrift Fremdsprachen II. Leipzig, 21-33
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- ⁶⁸ Levy J, 1965, "Will Translation Theory Be of Use to Translators?", in Italiaander, R (ed), 1965, Übersetzen. Vorträge und Beiträge vom Internationalen Kongress literarischer Übersetzer in Hamburg. Frankfurt. Bonn
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- ⁷⁷ Hatim, Mason 1997:19
- ⁷⁸ idem: 73
- ⁷⁹ idem: 305
- ⁸⁰ Beaugrande 1980:19, quoted in Neubert (1985)
- Halliday, Hassan, 1976:4, quoted in Neubert, (1985)
- ⁸¹ Neubert, 1979: 22)
- ⁸² Vermeer H, 1978, "Ein Rahmen für eine allgemeine Translationstheorie", in *Lebende Sprache* 23 (3): 99-102
- ⁸³ Reiss K, Vermeer H (1984). Grundlegung einer allgemeinen Translationstheorie. Tübingen. Niemeyer
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- ⁸⁸ see Nord C, "Katharine Reiss: Text type and Translation Method", in *The Translator*, vol 2, no.1. 1996:81-88
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- ⁹⁵ Nord 1997:34
- ⁹⁶ Toury, G, 1995:158
- ⁹⁷ idem: 163-164
- ⁹⁸ the quality of a product is defined by ISO 9000 as being determined by the presence or absence of attributes expected by the consumer, as product user, to be integral to the product; thus quality is determined by the user in accordance with suitability and fitness for intended purpose, use and function
- ⁹⁹ Hönig 1997
- ¹⁰⁰ Snell Hornby M, "Linguistic Transcoding or Cultural Transfer ? A Critique of Translation Theory in Germany". in Bassnett S. Lefevere A (eds) (1990) Translation, History and Culture. London. Cassell, pp 79-86
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- ¹⁰³ idem:7
- ¹⁰⁴ Pym A, "Translation as Transaction Cost", paper offered in On-line Translation Colloquium, 5-14.3.97, at Internet site, cc.uab.es/~iuts0/colloquium.html, organised by Seán Golden, Dean, Facultat de Traducció et Interpretació, Universitat Autònoma de Barcelona
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- ¹⁴¹ idem: 155
- ¹⁴² Sperber D, Wilson D, 1986:158, quoted in Gutt 1991:31
- ¹⁴³ definitions taken from Sperber D, Wilson D, 1986: 132-144
- ¹⁴⁴ Fuchs C, 1982: 53, quoted in Hewson L, Martin J, 1991:44
- ¹⁴⁵ Hewson L, Martin J, 1991: 55
- ¹⁴⁶ Lambert (forthcoming), quoted in Gentzler 1993:185-186
- ¹⁴⁷ Foucault M (1981). History of Sexuality. vol.1. Penguin Books, quoted in Fairclough N, 1995:1

Chapter Two: Advertising

Why study the translation of advertising?

Advertising, the distorted mirror of society¹

Advertising is cultural because it is part of our universe of forms and signs... It is a modern culture in so far as it allows the advances of civilisation and puts the newest technologies to its service²

Advertising is an omnipresent, all-invasive aspect of life in the second half of the twentieth century. According to Vardar (1992),³ there is a predicted world-wide annual increase rate of 10-20% in transglobal advertising, without differentiation for different political systems. Advertising can play a role in presenting or tackling sensitive social issues of world-wide interest and importance, by influencing perceptions and expectations, thereby bringing indirect (or even direct) pressure to bear on government policy with regard to alliances and trade relations.

The development of international communications has ensured the spread of the concept of advertising within the contemporary model of the consumer society. Advertising aims to sell products which may or may not be essential for day to day survival and the less essential the product or service being promoted, the greater the degree of persuasive impact and product differentiation required of the advertising material. Advertising may be produced in many forms, in the printed press, as posters in public places, via the electronic media of television (terrestrial and satellite channels), radio, the cinema and increasingly, particularly for certain business services, on the Internet. The globalisation of advertising through electronic and printed media has led to a tendency towards a degree of international standardisation of consumer expectations.

Thus the discourse of advertising has become a prominent discourse type in many contemporary societies. Although the prototypical advertisement will vary from one country or culture to another, advertising has also helped to create a new global

culture which both ignores national boundaries and reflects differences between cultures (Cook, 1992). The wider and more multicultural the audience, the stronger the tendency towards a standardised form of advertising which takes as its basis values and qualities which are acceptable to and recognisable by different socio-linguistic and socio-cultural communities. This is why there is a tendency towards a "global culture" which often results in a form of advertising based on a model of the lowest common denominator, which may thus be lacking in the degree of subtlety of style, use of language and play on associations that can be found in advertising aimed at a monolingual and monocultural audience.

Within this international, or global culture, however, it is not sufficient to rely on shared values or expectations, nor on the sole visual impact of images, moving or still. Much advertising relies on more than just images, pictures or video clips, requiring instead some detailed description or presentation of the product or service. The greater the extent and complexity of information to be conveyed, the more the text producer needs to have recourse to language and therefore the greater the need for accurate and effective translation of this message, in a manner likely to affect the reader in the new target culture in much the same way as the original source language message was intended to affect its audience. However, the accurate reproduction of information in another language will not in itself generate an efficient or effective advertising text. Much of the success of such texts is the indirect result of the impact⁴ of the text on the reader, an effect which can be described in terms of its desired outcome but evaluated with difficulty, if at all, given the variables which enter into the equation in terms of context and reader profile. Impact cannot be transferred, since the mechanisms available for its creation will differ from one culture and one language to another, therefore the mechanisms by which impact is created must be identified in both languages and cultures in contact, in order for the translator to generate as close as possible a correspondence of impact between source and target text, through judicious choices from translation alternatives.

Despite the fact that manufacturers are becoming increasingly aware of the need for effective communication in order to enhance sales success, and despite the fact that target language audiences cannot reasonably be expected to possess sufficient levels of

(source-) cultural and linguistic competence to interpret a source text as produced for the original audience, there still seems to be a lack of awareness on the part of many commercial organisations of precisely how important translation is in the interlingual communicative process. Contemporary research in Translation Studies does not appear to figure high on the list of considerations or points of reference when a manufacturer undertakes a process of marketing research prior to producing an advertising text, so that much of the translation of advertising results in target texts which can be identified as such, instead of texts which, through TL acceptability (see Chapter Two, Translation) correspond to user needs and expectations.

In an article in *Target*, Steyaert and Janssens note that:

Given the overwhelming attention recently given to organisational culture and language in management theory, it is surprising that the role of language and translating is systematically ignored in multi-cultural business contexts⁵

These authors query whether translation can be “managed so as to minimise the likelihood of (similar) failures” as that experienced by the manufacturers of Pepsi, explaining that the slogan “come alive with Pepsi” acquired different connotative values in different cultures, including that of resurrection from the dead in Germany and resurrection of ancestors in Asia, so that this kind of “underestimation of the *cultural* dimension” (authors’ italics) can be avoided, by establishing a close link between marketing and translation strategies.⁶ These authors also note that “translators are mediators able to understand and bridge multiple cultural perspectives”,⁷ and that this perspective, whilst already a basic principle for many translation scholars (they quote Holz Mänttari 19848, Snell Hornby 1988, Toury 1995), remains nevertheless a novel concept for the business environment. A comprehensive checklist is offered, concerning the relevance and usefulness of translation to management in the business context, including questions about the stage of text production at which the translator should become involved and the best scenarios for translation management by an organisation.⁹

This is why it is useful and relevant to undertake a study of the processes involved in the translation of advertising. It is hoped that the findings of this study will offer possible (partial) answers to the questions above.

How does Advertising work - the Creation of Impact

In the context of the impact of an advertising text, Cook (1992) describes an advertisement as the dynamic synthesis of many components which comes into being through these components. In an advertisement every aspect of our daily life, including our tastes, our preferences, our habits, our pastimes, our relationships with others and our expectations, can be catalogued and used in evidence against us, in order to target more effectively a given group of individuals in a calculated attempt to acquire a larger share of the consumer market for a given service or product. Our very self-image is probed, identified and classified, so that the skilled advertiser can target our need to be different, to be special, by means of the unique selling proposition which he has devised for a product. He uses all possible means to enhance this need to be different, whilst also responding to the human need to be seen to belong to a group of people whose public image comprises and is a composite of those characteristics which the individual would wish to be attributed to and projected by himself.

In the same perspective, and according to Williamson (1978), and Ladmiral and Lipiansky (1989), advertisements have to manage to create a sense of differentiation, of uniqueness, within the context of a feeling of belonging ("*l'altérité dans l'identité*")¹⁰ by virtue of the association which the consumer is led to make between the product and the correlating signs which give that product its social and qualitative value. But, argues Williamson, for the consumer to recognise these values and to perceive them as relevant and desirable, there has to be the assumption that these qualities will also be appreciated by others, who would wish to share them and appear to possess similar qualities, and with whom the individual in question would wish to be associated. There thus exists the paradox of difference within the confines of group identity. There is self, in a given state, there is the other, who is different, and there is what some advertisers call the "wanna be", a state with which the individual can be persuaded to identify on the basis of its credibility and desirability.¹¹

Cathelat (1992) questions whether advertising creates, or merely responds to and reproduces different life-styles and self-images, concluding that whatever the response, "la publicité est un phénomène social, une fabrique de styles de vie et de nouvelles valeurs". He also speaks of the task of the advertiser in terms of communication of a message by means not only of the medium of designative language, but also by the endowment of that message with certain associative values. The way in which this is achieved will depend on the relationship created between the product-producer, the product and the consumer.

The Concept of Culture and the Field of Advertising

Osgood, May and Miron describe two forms of culture identified by Ward Goodenough, the first being the "recurring patterns which characterise a community as a homeostatic system", the second relating to "people's standards for perceiving, judging and acting", with the first form being expressed as the "product of the human use of the second form of culture".¹² The first description or definition gives the view of the community as a system composed of individual units, for whom similarity of values, beliefs and behaviour identifies each person as belonging to a particular group. The concept of system of the first definition implies a degree of synchronic stability which will allow the advertiser to identify and target a given consumer profile based on the social norms, values and myths which regulate the social system to which he belongs and which further constitute the frame of reference for the members thereof. The second definition relates to the way in which the network of relations governing the system is constructed through the inclusion or exclusion of aspects of perception, judgement and action.

According to Ladmiral and Lipiansky, in the context of intercultural communication, the concept of cultural identity relates to the "mode de vie d'un groupe social", including behaviour patterns and the value systems which regulate behaviour (norms, ideology, values), thus concurring with the two definitions presented above. Cultural identity is therefore a composite of objective and subjective factors, in which self-image is composed of images, symbols, stereotypes, myths and historical background, a "conscience collective de personnalité". Interaction between different cultures thus

becomes a relationship of similarities and differences, a “dialectique d’identité et d’altérité” at the level of these criteria as much as at the level of the language systems used by members of the cultures in question.¹³

It could be argued, by extension of the Sapir Whorf hypothesis relating to language, the possible relevance or validity of which has already been evaluated in the Introductory Chapter, that the set of values promoted by a given advertisement or advertising source culture can function as a systemic entity. The advertising source culture may itself be multinational in composition, so that its existence as a form of “culture”, in the sense of a group having some kind of shared identity, is based solely on shared values and behaviour patterns. However, even in the case of multinational companies the initial source of production often originates in a single country through the medium of a single language, the dominant language of that country, and this language and the values associated with it by its user community may become an integral part of the foundations of the company culture, to which non-native speakers will aspire in order to belong to the company. The culture-bound world view projected through and by these values may pose constraints on, or fix the parameters of, consumer expectations and in this way may be said to exert a regulatory or normative influence on consumer behaviour relating to product acquisition and use.

The Advertising Message

There is a school of thought, in the field of research into the potential for measurement of actual effectiveness of advertising, which states that the economic effectiveness of a communicative message in the advertising genre will be in direct proportion to its effectiveness in establishing this set of symbolic values. For the advertising message to succeed, the values upon which the appeal to the consumer is based would of necessity have to reproduce, or echo in some way, the accepted values of the target society, whether demonstrably real or implied through association. Thus, although the aim of advertising is primarily economic in intent, the inherent socio-cultural factor is seen to be of supreme importance to the process of decision-making with regard to the decision to purchase.

Furthermore, advertising messages contribute, by virtue of the symbolic values they represent, to the *nouvelle mythologie* (Barthes 1957) of modern society. In that advertising texts, together with the social and symbolic values which they create and reflect, become part of contemporary folklore, and as such, are terms of reference and exemplification.¹⁴ Quesnel (1971) further states that advertising constitutes a form of cultural indoctrination or acculturation, implying a familiarisation with a particular form of cultural perception and values, as presented through the medium of the advertising message. It would also seem to refer to an attempt to shape these perceptions and values according to new criteria, based on the introduction or suggestion of a different set of needs, to which the product or service being promoted will be seen to respond and correspond.¹⁵ In this case, Quesnel argues, the effectiveness of a particular advertising message or campaign can only be measured in the long-term, on the basis of a cumulative effect, rather than by immediate reactions in the short-term. He believes that the omnipresence of advertising in the life of the masses, on a massive scale, is also instrumental in creating a kind of pseudo-cultural environment around this medium of communication, with its own new system of values which will seem to represent the values and the spirit of the times.

However, because advertising messages must, in essence, further the socio-economic interests of the producer, this form of communication could be said to contribute to the development and transformation of an industrial-based civilisation into a consumer-oriented society. In this respect, advertising can be culturally innovative, as well as responding to and reinforcing cultural innovation resulting from technological and cultural advances already being integrated into the *vision(s) du monde* and the composite and individual expectations of the members of that socio-cultural group.

The strategy of the product or service promoter is likely to rely on the attempt to introduce a sense of (cultural) vacuum and therefore of unfulfilled need, through the presentation of the consumer-related ideology of the source consumer culture to the L2 target community; the extent to which this becomes an imposition or remains a cultural exchange will depend on the state of the power relationship between the producing and target cultures. In the global consumer culture, the tendency would seem to be for multinational companies of the major industrial nations to seek to

operate an influence of enculturation (introduction to elements of the source culture in the form of values and expectations of consumer products) towards less industrialised and also by extension less “westernised” target national communities or cultures. The best example of this comes from the American-based multinationals such as the MacDonalds fast-food chain. In former Eastern bloc countries such as Hungary, the Czech Republic and even Russia, it has been reported that attempts are being made to resist this “cultural invasion” by selling national specialities at highly competitive rates which aim to undercut the foreign competition and promote national identity. References in the media to the “Macworld” illustrate this tendency towards globalisation of aspects of the American way of life and therefore of the concomitant values of that culture, which may be perceived by the target culture as a threat to national identity as constituted by intranational values. Conversely we find in Latvia, a nation eager to reject the influence of the former occupying power, that any manifestation of western culture is welcomed unreservedly, even to the adoption of foreign swear words as neologistic forms.

Much of the construction of the advertising message will therefore depend on the power relations between the two cultures in contact, the extent to which both share a set of relatively similar values in relation to consumer identity and on the perceived readiness and capability of the target culture to access, appreciate and accept the value system being promoted through and by that advertising message. This is where the relevance of Venuti’s foreignising and domesticating strategies,¹⁶ can be seen in the translation of advertising. The former would advocate a strategy which preserves to a great extent the form of the original text or message in the source language of initial production, in order to accentuate the foreign origin of the product; the latter would require the translator to adapt the target text and make choices of translation strategy which would minimise the foreign character and origin of the product in order to enhance its acceptability.

In the case of the two consumer cultures in contact through the text pairs of the corpus studied, the main thrust of ideological importation would seem to be external to both societies, in that the values and myths promoted are those which have come to be recognised as standard for the contemporary Western world and which appear to form

the basis for the texts in the corpus studied; for example, "time is money", "big is beautiful", "traditional methods are associated with value and durability", "the customer is king", "technological advances enhance our lives". However, values which are specific to one culture can be found in texts from the corpus, from the domain of travel literature (e.g. Australia text - "the great outdoors") and in the promotion of products such as the Qualcast mower, which relies on UK national preoccupation with lawns and therefore indirectly on the view of the home and garden as a reflection of self. In the Gateway advertisement we find the US life-style of cattle-ranching taken as the frame of reference for tradition and reliability; it is reasonable to expect that the widespread market for American films in Europe will have ensured the familiarity of this framework to the new target reader.

The Form and Wider Objectives of Advertising

As previously established, advertising can take many visual and audio-visual forms. The objectives remain the same, whatever the medium of communication: these include product presentation, information and differentiation; the exercise of a certain power of inducement and persuasion; and the wielding of influence leading to a modification of behaviour on the part of the consumer, through the inculcation of new or modified values, expectations and norms.

Not all advertising is intended to promote an act of purchase. It may also be destined to promote a service, to disseminate public information or improve the public image of a company. Advertising may also serve to maintain brand loyalty, to reinforce associations and expectations previously created, to support on-going sales, and to serve as a trigger in the long-term memory, which will be activated at the point and moment of purchase. This latter aim will be especially true in the case of non-essential, luxury items, particularly those requiring a high level of financial commitment or disbursement, since such purchases will give rise to reflection and rationalisation by the potential consumer prior to purchase, therefore not likely to be concluded on basis of a rushed decision under the momentary and temporary influence of a short-term effect resulting from an advertisement. Identification at the point of purchase will be with the precise qualities projected by and associated with a given brand-name as product type, according to the advertisement for that particular brand.

However, it is indisputable that advertising exists in order to promote a particular product. Whether or not this product responds to one of the essential needs of human life, whether or not it relates instead to an item which could be classified as a luxury, or at least, non-essential, all advertising has to achieve its purpose through persuasion. Persuasion may be effected on a conscious or subconscious level, thereby involving a lesser or greater degree of participation by the target consumer in the decision whether or not to purchase a given product.

Advertising and the Consumer

This leads to a consideration of the role of the consumer in the communicative act represented and enacted by advertising. According to Vettraino-Soulard,¹⁷ the acronym which forms the basis for the marketing message is AIDA: attention, interest, decision, action. The process of persuasion leading to the act of purchase is seen to consist of four different levels of understanding; this could be described as a progressive development of consciousness on the part of the consumer, from awareness of the product to comprehension of its purported role, value and attributes; then to conviction of the validity of these claimed virtues; and finally, the moment of decision to purchase. This linear model gives a hierarchy of effects, of which conviction has to be the primary and most immediate aim, in terms of the global effect of a message, since this is directly linked to purchasing behaviour.

If the consumer were to be seen merely as a passive receiver in the communication process as effected by an advertising message, then provided that the message had been presented in such a form as to facilitate this process of realisation, there would be some reasonable expectation of uniformity of response to that message and hence some quantifiable means of measuring its success. This view of the consumer as passive receiver is no longer in favour as it seems to have been in the immediate post-war period, where he or she was expected to accept as reliable information given in an advertisement, and not to question the claims to authority of the product producer or advertiser. However, the concept of the passive receiver is still perpetuated, according to McDonald (1992:96) by the use of such words as "impact" and "impression". He contends that the active consumer is one who exercises the right of choice, and for

whom the product will only possess a value if the consumer, decides to give it one: the active consumer will use his or her powers of perception and selection to ascertain the value of the product to his own situation and needs, so that much of contemporary advertising will be seen to be of little or no relevance, and therefore will not have any impact or leave any impression. It would seem reasonable to claim that the act of reading a given text ought to produce some kind of effect on the reader, however momentary and regardless of any subsequent outcome. It does not seem logical to claim that it is possible to read anything without reacting to it in some way, briefly or not, since we are trained from childhood to expect that printed texts will fulfil a function, whether to satisfy a need (information or entertainment) or to invite to further action and since, as has already been explained, the act of reading implies a willingness to co-operate in the fulfilment of the communicative act. The concept of the impact of a text, advertising or other, would appear to be a valid object of consideration in the evaluation of the text which results from the translation process.

Cook (1992) presents and discusses two views of the participatory role in text reception, in order to support his explanation of how consumers may be said to be affected by advertising. The two views of the consumer are presented: firstly as a passive participant in the process of public representation of a product, as receiver of information, the archetypal blank page; and secondly, as an active participant, possessed of capabilities of rational thought and deduction, able and determined to exercise judgement and choice according to knowledge and experience. This condition is further limited by the claim that such evaluation will only take place when there exists a prior intention to purchase, so that there is a need to offer information and differentiation, in order to fulfil the persuasive function.

Williamson (1978) also sees the receiver of an advertisement as active, claiming that although advertisements provide clearly defined channels within which the intent or message of the advertisement is to be interpreted, there is still the necessity of involvement on the part of the text receiver in order for this message to be constructed from the various elements or signs available for this purpose. For this to occur, there has to be the possibility for these signs to refer the interpretant back to an already existing reality which he can identify as being presented through the combination of

signs presented in a particular permutation. Thus the text receiver has to be aware that there is an intended message, and that he is expected to be able to decipher it by virtue of his experience as a member of a given social group. According to Bahktin (1977)

il ne suffit pas de mettre en présence deux homo sapiens pour que naissent des signes. Il est essentiel que ces deux individus soient socialement organisés, qu'ils forment un groupe (une unité sociale); c'est uniquement à cette condition que peut se constituer un système de signes (30)

la réalité du mot, comme de n'importe quel signe, résulte du consensus entre les individus (32)

The individual, according to Parsons, uses language to "express his own identity, as an intermediary between thought and reality". Actions are facilitated through certain regulatory values, which set limits on, motivate and orientate those actions. It is the collective identity as embodied in a culture (see earlier definitions Morin,¹⁸ Lipiansky) which teaches those values to be adopted at individual and group levels, whilst this very consensus (as to the nature of these values) is in turn a contributing factor to the reinforcement and preservation of group identity. Action is organised and stimulated in terms of personal, social and cultural behaviour, according to need dispositions, role expectations and value orientations, so that individual need disposition must not conflict with social expectations of roles and role behaviour. Such conflict at a personal or a social or community level would result in an undesirable state of disequilibrium, so there is strong pressure for motivation to lead to the fulfilment of role expectations, what Parsons calls the normative orientation.¹⁹ Communication serves, amongst other purposes, to describe, justify, explain, anticipate, predict or recommend certain actions, by means of language signs which are available to both text producer and text receiver, the latter being, in the present study, the consumer. New identities can be promoted, offered for emulation and advocated through positive association and imagery.

But for any form of communication to occur, the text must fulfil the expectations present in the mind of the consumer as a result of familiarity with the text-type, which will have led the consumer to develop certain preconceptions as to the form the

communication should take, given its perceived purpose, and the likely content thereof. The consumer will usually expect, and indeed believe, that the means to enable such communication are present and available within the text. If Peirce is to be believed, the mere fact of reading a text intended for such a communicative purpose should be indicative of the presence of such a belief in the mind of the reader, whether or not this belief is then proved to be reliable or false. The consumer further has to supply the imaginative link between signs and values; the ability to do so will depend on the degree to which he is aware of and able to draw on knowledge relating to the cultural and linguistic conventions of the sociolinguistic community of the text producer. One such expectation on the part of the text reader would probably be that there should only be one (self-evident) potential interpretation for a given advertisement in a given situation. There may, however, be some cases where the potential values generated by a combination of signs may be different but not mutually exclusive, rather complementary or contrasting in a positive manner, in order to create a new concept. In such cases the text producer may wish to bring out all of these potential interpretations, and will construct his text in such a way that this play on interpretations should be evident to the target reader

For example, with the Esso campaign to "Put a tiger in your tank" the tiger could have been said to represent speed, agility, supremacy over others of the species, an untamed nature, aggression and predatory instinct, depending on how the motorist wished to see himself and thus interpret this symbol.²⁰ As Searle notes, the success of metaphor as an image-creating device for the producer of the advertising text rests on this element of similarity between the product or quality being promoted and the concept or object to which it is being compared.²¹ But this comparison view of metaphor, whilst allowing for comparability on the basis of certain key characteristics in common between the two objects of comparison, does not account for what Paivio describes as the "inexpressibility hypothesis", which claims that the use of metaphor allows the description of an experience which cannot be explained in literal terms. This is an especially useful function in a discourse genre which seeks to be innovative, precisely in order to achieve Paivio's third hypothesis for the use of metaphor, namely that "metaphor provides a vivid, and therefore memorable and emotion-arousing representation of perceived experience". The process of interpretation of the metaphor

is described by Paivio as depending on, “*similarity, relation and integration*, as well as on the idea of novelty”, together with awareness of linguistic and extralinguistic contexts, which will all determine, “what semantic memory information is relevant to the interpretation of the metaphor.” The concept of *similarity* relates to fundamental characteristics in common; that of *relation* to a kind of proportion or ratio, along the lines of X:Y as A:B (Paivio explains the tiger metaphor in these terms: power is to a tiger as petrol is to your car/ tank); whilst the concept of *integration* refers to a kind of holistic perception of the intended meaning, based on the imagery evoked by the metaphor.

It must be noted that whilst a consumer may identify with certain characteristics or qualities in relation to one type of product, he will of necessity find these same qualities associated with different types of product and with different social groups for each type of product, so that an individual will belong to different groups for fulfilment of different needs, without seeing any contradiction between this and his overall need for individuality and differentiation from others. The occurrence of similar metaphors in different advertising texts, to promote different products or services can also contribute to the creation of a global set of metaphors (and associated values) which can form a sub-culture formed of international consumers who share these, regardless of country or language of origin.

Vestergaard and Schroder (1985) discuss the difference between actual material needs, pertaining to physical survival, and perceived social and emotional needs, pertaining to a role and place in society, as a member of a social group. They point out that consumption of goods satisfies different needs, by responding to physical or emotional requirements and by identifying the user as belonging to a particular group. In this way, the objects which we use become indicators of our identity, and this in turn enables the advertiser to play on social values, using all the means at his disposal. These means will, of course, involve the exploitation and skilful manipulation of sound effects and visual imagery as well as the written word, in what Fairclough describes as multi-semiotic texts.²² However, for the purposes of this study we are only interested in the use of the written word for the construction of the advertising message, unsupported by images or sound, since this form of advertising will be most likely to

exploit the different advantages offered by manipulation of linguistic and stylistic elements of the system.

Advertisers would argue that a carefully constructed advertisement may not seem to have any immediate effect but will, in fact, serve as a trigger, provided that it can strike a chord at conscious or sub-conscious level in the person who has been exposed to its message. Clearly, market segmentation in the targeting of the message will increase the potential for impact, impression, effect and retention: the message, both by virtue of its individual components and its composite or global effect, can be directed towards a specific group of potential consumers sharing some commonality of self-image, desires and preferred life-style, in order to optimise identification with the values attributed to the product. This is of significance to the translator, in his role as linguistic and cultural mediator of an advertising message, in that he will need to be aware whether the expectations and self-images of the various sub-groups of his target audience will have similar characteristics and be confined within the same parameters of definition as those of the profile of the target audience of the source text advertisement.

But the construction of an advertising message also results from a prior decision by the marketing team as to the dominant strategy type which will form the basis for the production of the original, source text. Different strategies for targeting the addressee are listed by Parente et al (1996) and include:

- * the *generic* approach gives a direct, factual presentation of the product: this is usually only feasible where there is a monopoly or dominance of a category
- * the *pre-emptive* approach claims some element of superiority as well as giving a factual presentation of the product
- * the *Unique Selling Proposition* (USP), which bases its claim for superiority of the product on a single, highlighted feature or attribute
- * the *brand image* strategy, which focuses on psychological or emotional appeal
- * *product positioning*, which seeks to differentiate the product from other similar products
- * the *resonance* approach, which relies on positive associations with the brand
- * the *affective* approach, which seeks to create an emotional response from the target audience

and it will be important for the translator to try to identify, perhaps in consultation with the commissioner of the translation or the ST producer, which of these strategy types

has been adopted in each case for the marketing of the product, also to ascertain whether this is to remain constant in the TL, as this will affect choices of translation strategy, most particularly where the translation brief requires the translator to remain close to ST structure and presentation of content. Of course, as with the attempt to categorise text types according to a typology (see Chapter One, Reiss, Nord, Snell Hornby), strategy types can overlap to produce hybrids and these too need to be identified and the dominant “norms” for TT production confirmed.

The Consumer and the Importance of Self-Image

One of the more significant points to arise from this discussion is the concept of image, the self-image of the individual qua individual, and of the individual qua member of a group. It has been said that in a capitalist model of society, the continuing production and consumption of material goods is seen as a means towards fuller employment²³: goods are also described as a means of self-expression, in that society attribute values to certain goods, and the possession of these goods. These attributed values may relate to the social status of the individual vis à vis others, to his sense of well-being and happiness or to the individual satisfaction of perceived needs. Williamson (1978) claims that advertisements “sell us ourselves”, whilst according to Galbraith,²⁴ advertising creates a demand which appeals to the relatively weak psychological drives of vanity, envy and insecurity: this may be so, but it cannot be denied that human beings are social animals, they feel a need to belong as well as to differentiate themselves. Williamson further comments that advertising has encouraged a shift in self-perception by the individual, from that of the self as producer to that of the self as consumer, so that people identify themselves by means of the goods they use rather than by the goods they produce or by the outcome of their effort and work: she concludes from this that the emphasis on realisation of the self and the role of the individual in society has thus experienced a similar shift, from the world of reality, of effort resulting in production to the world of fantasy and imagination, in which the individual as consumer fulfils his aims in life and becomes his true self through the consumption of goods. According to Williamson, “we feel a need to belong, to have a social place. It can be hard to find. Instead, we may be given an imaginary one”. This poses yet again the question of whether advertising creates needs, or merely responds

to them, and one can either view producers, who are also advertisers, as innovators who discover existing needs and then create products to respond to these, or as cynical exploiters of human emotions who play on inherent desires and passions in order to perpetuate a mythical view of how life should be, in order to ensure their own economic survival through the production of goods intended to perpetuate and reinforce this mythical view. In either case, advertising does present a view of society, of desirable and less-desirable life-styles, and contributes to the endowment of the product in question with attributes which form part of the characteristics of these life-styles.

Why is this so, or more precisely, how can this be achieved ? Mainly because, as stated above, society has become conditioned to expect to find some kind of implicit value in any product being presented for consumption. Human beings have become trained to look for what is not said, whether consciously or not, and to look beyond the form of the message to its associative and qualitative substance, as well as to consider the role of that which remains absent, unstated, unrepresented (thereby gaining its own value and significance by virtue of this very absence). Thus the consumer willingly participates in a kind of ritual or game, in which the advertiser supplies certain elements of an equation and the consumer signals his willingness to receive the message by supplying for himself the implied, non-verbalised element of that message, by means of analogy, association and projection. It has been said that all qualities being equal between two products, that which differentiates them will be the "added value" which the producer manages to attribute to his product, which will differ from and seem to be more desirable than the "added value" of his competitor's product. According to Andren et al, "advertising communicates directly and indirectly evaluations, norms and perceptions other than the products that are to be sold".²⁵

The Value-Added Element

How then is this non-quantifiable essence of added value attributed to a product ? It is claimed that since no act of communication is a one-way process, then any advertising message pre-supposes both an intent to communicate, on the part of the text-producer, and an intent to receive a message, on the part of the text receiver. A person will become a text-receiver, whether or not any effect is achieved by the text, by the mere

fact of deciding to read that text. Thus, the intent to communicate is met with the intention to receive a communication. In a straightforward, informative text with no persuasive function, the message communicated is very likely to be the one intended to be perceived by the text producer, since clarity of language will be essential for the precise transfer of information. However, in an advertising text seeking to promote a non-essential item, and as has already been stated, all other attributes being equal (performance, price, range of qualities, suitability for purpose, availability...) product differentiation is achieved by the creation of an added value, the perception of possession, by that product, of certain qualities which will either enhance the life-style and self-image of the product-user or consumer, or else seem to do so in the eyes of the other members of the social group to which the consumer belongs, wishes to belong or wishes to seem to belong. According to Leiss, Klein and Jhalley (1990), "Goods act as communicators in social interaction because we assign qualities and values to them". Such values are, however, generally unquantifiable, and to a great extent they will rely on the creation of associations. Associative responses will, of necessity, differ according to the experience of the individual text receiver, whose interpretative role has been described above: since advertisers cannot produce individual copy for individual receivers, they have to construct their message in such a way that it appeals to certain predictable universals of human need or desire, on a basic level of human emotions and according to the social mores, traditions and general standard of living of the target socio-economic community, whilst also leaving open the possibility for individual response, by virtue of a degree of ambiguity as to the exact nature of the qualities being projected onto the product. Thus the collective world-view and shared experience will inform the broad outlines of the message, whilst individual units of meaning will operate on several levels of potential interpretation. Williamson picks up this theme in the statement that although advertisements are aimed at a plural audience, the individual will read the second person pronoun "you" as being intended specifically in the singular. This claim will obviously not hold true for those languages where there is a different pronoun for singular and plural in the second person, unless the second person plural form is also the socially polite form of address for both singular and plural, as in many European languages.

Interpreting the message

The interpretation of the message by means of analysis of its various units of meaning is in fact the object of the science of semiology, or the interpretation of signs. This is taken by Barthes (1985) to refer to "comment reconnaître par sa structure ce qui fait l'intelligibilité d'un récit". A sign can be anything which refers to an object or concept, the Saussurean terms being respectively *signe* and *signifié*, for Peirce, each sign is a representamen, composed of the object to which it refers, or *designatum*, the form, the sign itself, and the *interpretant*, that definition which signals the existence of both sign and object without the presence of either being required (see Chapter Three, Semiotics). This sign can take a denotative form, and may or may not also have a concomitant connotative value or association, which latter can be suggested by means of images, icons and symbols, as discussed by Leiss, Klein and Jhally.²⁶ Images, according to these authors, are a verbal or visible form (the latter often pictorial), described as having a "vivid or graphic nature" and referring to a thing, idea or concept. Icons are "pictorial aspects of the image, a representation of secular values having a high status in our society", while symbols are visible signs of something "which is not immediately apparent to the senses". In other words, the symbol stands for something else by association; it does not represent it directly, but invites a comparison, a mental association and a process of analogy, so that the quality implied by the symbolic association becomes imputed to the product. It is to be noted how the use of these terms by Leiss, Klein and Jhally relate to that of Peirce (see Chapter Four, Semiotics), in the case of images and icons (which do not correspond exactly) and in the case of symbols (where both uses appear to have a similar value or function).

All three, image, icon and symbol, work by association, inviting inference and transfer of perceived qualities, as interpreted by the text receiver, so that the visual or verbal form and its immediate referent are attributed to the product itself. By virtue of the elusive quality of such techniques, which cannot be precisely quantified, it is evident that more than one interpretation will be possible in most situations in which these techniques are deployed, and this conforms most elegantly to the aims of the advertising message, which involve, amongst others, a certain need for flexibility or fluidity of implication in order to reach as many individual members as possible of a profile-determined target audience. By using these techniques, different aspects of the

message can be linked together (text, slogan, visual or graphic images, lay-out), and thus the target audience is invited to bring to bear expectations of the existence of implicit meaning (within any written text not exclusively destined for the transfer of information) in order to draw inferences from the particular contiguity of elements (linguistic and visual, denotative and connotative) in a given message; in so doing the audience will attempt to create meaningful relationships between the message and the product, the product and certain qualities, and these qualities are then linked to the message receiver by the linear and sequential processes of awareness, understanding and identification. The apparent or real ambiguity of an advertising message is thus a carefully devised, unquantifiable element of that message, destined to project abstract qualities and create free associations. The skill of the advertiser lies in the way he makes the inherent properties of the product, as projected in the text, have value and meaning for the text receiver as potential consumer.²⁷

The concept of global advertising

It can be concluded that advertising, in its printed form, relies on the function of the written sign to trigger images, feelings, thoughts and concepts by means of words, which may have different meanings outside of the immediate advertising situation, but which may be used either alone, or in combination, within this specific situation to evoke established concepts and feelings as well as to create new concepts and feelings through association, by inductive reasoning or by analogy. The advertising message has to be simple, in logical sequence with a clearly identifiable theme and frame of reference, and yet remain persuasive, with a lasting effect. Advertising is a very overt form of propaganda which is intended to affect (purchasing) behaviour, whether in the short-, medium- or long-term.

Globalising the message

Two types of consumer have been discussed, together with their potential response to an advertisement, and these types and responses will probably be present in most societies around the world. But these are very broad categories, and target consumers will have different characteristics and expectations, according to the society in which they live. Moreover, it has been determined that their self-image and desired life-style will be conditioned by this society, by its standards of behaviour, by its general

means of assessment of the individual, whether according to intellectual and physical capabilities or by means of material possessions and consumer habits. Any advertising campaign aimed at an international market will have to take these factors into account when constructing the message to be directed at a particular society as a given socio-cultural group, whose fundamental and traditional norms of behaviour and expectation will underpin any differences between sub-sections or groups of that wider collective society.

Thus, in terms of advertising intended to target several countries, or even a world-wide market, the campaign organiser has to take into account several factors, in order to reach a widely varying range of national markets and potential purchasers. In such a situation, there has to be a balance between uniformity of approach to the promotion of a given product and a certain local specificity, tailored to the individual national market, known as localisation. It is assumed, for the purposes of this discussion, that market segmentation for a particular socio-economic group, based on age, education and occupation, will also form an integral part of the localisation process.

The more general and the less culture-specific the campaign, the less appeal it will have, and the less memorable it will be, at the level of individual countries and cultures. Any campaign will also be subject to different legislation and restrictive practices in different countries, as well as having to undergo linguistic and cultural mediation of the source message as devised by the product producer. Direct, almost literal, translation on a word for word basis has long been shown to be inadequate in creating an appeal to a different linguistic target audience (Vardar 1992). Undifferentiated conceptual transfer from source culture (1) to different target cultures (2, 3, 4, etc) has also been demonstrated to be full of dangers and pitfalls, in the light of a growing understanding of the importance, in the world of marketing, of individual national perceptions, preferences and patterns of behaviour. Thus it is likely to be the aim of the multinational company to devise a form of international marketing that will succeed in differing countries, on all levels within the target group, without resorting to the strategy of using the lowest common denominator of shared experience across national borders, which could result in minimal individuality of appeal and hence minimal impact in each of these national communities. One example of a clear contradiction to

this strategy is the Coca Cola campaign, which seeks to minimise differences and stress the similarity of attitudes or expectations of young people, perhaps succeeding because of the implied lack of effect of cultural indoctrination on those of the young generation for whom some form of rebellion against pressure from the older generation has always been a way of life, regardless of national environment. This campaign relates however to an FMCG product (fast-moving consumer goods) and not to the kind of product promoted by texts analysed in this study. Other examples include recent television advertisements for Renault and Fiat cars, the first having sub-titles on screen in English, the second having a dialogue dubbed in English, again perhaps to emphasise similarities of consumer expectations across national boundaries. Nonetheless, these advertisements are constructed in such a way that any images which are specific to the source culture (eg, the court-room scene or the dangerous cliff roads in the Renault advertisement, the teenagers playing with the (father's) computer in the Fiat advertisement) still contain elements which will be recognisable to other target cultures by virtue of the existence of similar concepts in the target culture.

In the dynamic and ever-expanding climate of multinational companies seeking to promote products across national and even continental borders, a whole field of research has been developed over the past three decades which aims to evaluate the success of internationally disseminated advertising campaigns. Analysis of such research and attempts to quantify the reasons for differing degrees of fulfilment of the advertising objective have centred around a few important objectives: the first of these could be described as the need to identify the type of product for which international campaigns can be devised with few or no concessions to local markets. A second and equally important objective has been to determine the extent to which a standardised campaign form and style, intended for international markets, should be modified and adapted to conform and appeal to the characteristics of the local market. These characteristics are defined in terms of cultural differences in perceptions, expectations, habits and tastes, rather than according to socio-economic factors, which are seen to be relatively similar in characteristics, for a given socio-economic group, across national borders, due to a great extent to the development of international communications and the generalised homogenisation of consumer expectations with

regard to materialistic acquisitions and life-style, especially within those more affluent groups who would be potential targets for international marketing campaigns.

The conclusion of studies on the international sales of different products is interpreted by Vardar (1992) as indicating that certain types of products are more suited to promotion by means of internationally-targeted advertising without culture-specific modification. These products will generally be low-priced, non-durable goods which fulfil basic needs. They will have an essentially functional appeal, and may well enjoy high economies of scale, since such products are less likely to be culture-bound. Products appealing to young people, frequent travellers and fashion followers would also come into this category. Even so, they may lose some of their universal appeal in situations of extreme cultural or ethnic differences (Vardar, 1992:22). Products which do not succeed in an internationally standardised campaign include those related to home-centred roles, which are essentially culture-bound in terms of perception of these roles.

Factors of successful global marketing

Factors which are seen to play a determining role in the success of an international campaign are described by Vardar (1992) as including:

- * the perception by different target consumer groups of a given campaign, which will lead to different purchasing behaviour
- * national differences in advertising style for achieving different results
- * differences in market readiness and market conditions
- * differences in consumer perception of foreign-based products in the local market
- * differences in purchasing criteria and decision-making roles with regard to purchasing decision-making in different cultural environments

This underlines the statement by Keegan that "the more you know about a country, the more you think it is unique",²⁸ which Vardar interprets as proving that for the international advertiser, knowledge is power, so that in-depth analysis of certain aspects of a given cultural market will give greater understanding of nuances of

perception of intended meaning, resulting in a more effective use of such nuances in a localised campaign.

Although the need for such locally-tailored adaptations of an international campaign may well be recognised by the multi-national company, there is, however, a whole series of economic factors which will also influence the extent to which the company is prepared to implement such campaigns, depending on the ratio between the costs incurred and the potential increase in revenue resulting from such investment. The return has to be significant and quantifiable in order to give economic justification for any extra expense incurred as a result of modification of a globally-conceived marketing strategy and advertising campaign.

One compromise seems to be the creation of a uniform advertising direction and presentation, which is then modified at local level according to pre-determined variables, so that, as described in the ethos of Ursula Gruber Communications Internationales SA, the advertising message reflects the life-style, customs, mood and environment of the country where the product or service is being promoted. This international advertising agency thus has a policy of using free-lance copywriters, living in their native country, whose task it is to adapt rather than to translate a given advertising communication.²⁹

An advertising executive is quoted as saying, "More sophisticated global marketing will be the one that pays more attention to local differences. Global brands are desirable, but insensitive too".³⁰ This view complements the comment made by the world-wide president of an international advertising agency: "There is only one god, and that is global marketing. Our competitors are organised globally, we don't have a choice if we aren't organised in the same way".³¹ This underlines the role of the producer's perception of how to present his product, and highlights the need for the enlightenment of the client, or product-producer, as to the need for sensitivity to local markets. It also recalls the extreme competitiveness which dominates international markets.

Localisation of the Message

The process of localisation of a message can be undertaken both intralingually, as between US and UK English, for example, or interlingually, as between different languages such as French and English. It may thus vary in extent from the simple substitution of items of lexis (specialist terminology or culture-specific use), to differences in conventions for syntax, spelling or other. In some cases localisation may involve the setting aside of the ST and the production of a TT bearing little or no resemblance to the ST, a rather extreme example, on the spectrum of ST adequacy, of ST induced target text production, where the ST may have served only to identify the product and product-specific information, nothing more. This may be the case where TL norms, conventions for text type and function, also constellations of associated values, available myths and metaphors, are significantly different to those of the SL, particularly in cases where the TLC is culturally (and often but not always) geographically distant from the SLC.

Whether intra- or interlingual, this adaptation to local markets will be based on several strategies, starting with the most obvious, that of translation into the linguistic medium of the target community. It will also involve modification of details which could be perceived to be specific to the culture of the product producer, such as life-style, leisure habits, role-models and interpersonal relationships. Many of these latter will depend on the visual medium for their presentation and interpretation. Some will also be dependent on the linguistic medium of the target culture language for their transmission, by direct (spoken, stated) means, or by indirect (implication, association, evocation of group memory or childhood experiences, humour, puns or plays on words). Advertisements which rely on fewer intrinsic, culture-specific linguistic elements to convey their message, and which therefore make greater use of extrinsics, which can be demonstrated through actions and images, or by internationally recognisable elements such as sports or other famous personalities (see Rolex advertisements), are more likely to lend themselves to a successful cross-cultural transfer with a minimum amount of local modification, known as localisation. For some products such as pharmaceuticals, licensing may be granted for different uses in different countries; for other products, intended objectives and use may vary. Séguinot

cites as an example of this the advertisement of laxatives for elderly people, whilst the same laxatives could be used by young people as a slimming aid.³²

According to A Fraser, managing director of a European advertising agency (CDP Europe),

there are occasions when it is very suitable to develop a pan-European advertising approach and others when it will not work at all. There are a lot of grey areas which have to be thought out well in advance.³³

Although there can be said to be a common core of aspirations amongst a certain target consumer group, identified according to life-style and crossing national frontiers, there are still some constraints governing cross-national advertising. Another director of an advertising agency³⁴ is also quoted as stating that for such advertising to be successful, the advertisement must "avoid dialogue, idiosyncratic humour or puns, and concentrate on a visual idea". Perhaps this is because the sign-function of the visual image may be recognised across language barriers whilst source language specific sign-function has to be recreated in each target language, with all the concomitant risk of loss, gain or misinterpretation.. According to Roger Parry, development director of the Aegis Group of advertising agencies, on the subject of a single cross-national advertising campaign, " You can easily end up upsetting one target group or missing them entirely because the commercial falls between two stools",³⁵ i.e. by virtue of its generalised and non-culture-specific focus the advertisement fails to address the values and life-style of any of the target cultures

Although not one of the three directors quoted above establishes a direct link with culture-specific factors, it is clear that Fraser's "grey areas" are in part language-related problems arising from different techniques of use of language to create the desired communicative effect. As for Parry's comment, it can only refer to the whole range of potential problems to which the unprepared writer of advertising copy can expose his text as a result of insufficient awareness of cultural variations, the consequences of which can range from simple amusement at inappropriate context, conceptualisation or use of language, to a significant, if unintentional, level of insult and offence, where national (and therefore cultural) norms or taboos governing

behaviour may be infringed or violated. Examples of such infringements could relate to types of food offered for consumption, role models or gender-based behaviour patterns, forms of clothing and interpersonal social interaction.

This potential for misunderstanding and for the creation of an effect in direct opposition to that intended is one which is of fundamental importance to those wishing to study the effective construction of advertising material intended to be distributed across national borders. The accurate and culture-sensitive interpretation and selection of concepts as a basis for the creation of a response on the part of the target consumer which will be both reactive and proactive could be said to depend, to a great extent, on the understanding of the role of signs and symbols within each of the languages in contact at the moment of creation of an international campaign to be produced in several different target languages. Images and icons are aspects of the ways in which cultural differences are embodied and transmitted, whilst language signs acquire function as meaning designates from the immediate context and from the systemic relations governing use. As already discussed, despite apparent similarity between linguistic units (of syntax or lexis) from one language to another, the socio-cultural significance of each may vary, to differing degrees according to each specific unit. It is thus essential to be aware of the socio-cultural and affective value of each linguistic unit qua symbol in each language. The study of the effect and the significance of symbols is one of the main aims of the science of semiotics; it is intended to demonstrate in a subsequent chapter that this science is the unifying link between language as a formalised system of communication and advertising in its global form as one aspect of this communicative function. Having considered the fundamental issues relating to translation and to advertising, Chapter Three will focus on role of semiotics in the translation of advertising.

In view of the focus of this study on the constraints placed on the translation of advertising by culture-specific formulations, linguistic strategies or rhetorical effects used in the creation of the global impact of the message, it may be useful to close this discussion of the potential for global or international advertising with a comment from Anderson:³⁶

Advertising can be seen to exacerbate socio-political tension when it is imposed upon cultures for which it is not appropriately designed. The development of a cultural perspective on advertising can prompt the production of a culturally appropriate, prosocial advertising.

Socio-political tension can also result from the attempt to impose extraneous (source) cultural values on a target culture. This tension runs counter to the aims of advertising and may lead to rejection of both values and product. An example of this is the lukewarm reception given to the famous slogan for Audi cars, "Vorsprung durch Technik," which combined loan words, emphasising the foreign origin of the vehicle in a country whose own car industry needed support, and recalling the cultural stereotype of German efficiency (with the implied derogatory comment on target culture production); a (target) culturally inappropriate form of propaganda, that of boasting, also served to alienate the target consumer. To fulfil its function, *culturally appropriate advertising* has to be the goal.

¹ Barthélémy B T, "L'Empire du Sens" *Autrement*, 53/83 p7, quoted in: Penn J M, "Advertising in France: Mirror of Society or Distorted Image". in France, Image and Identity (J Bridgeford ed.), 1987. on behalf of The Association for Modern and Contemporary France. Newcastle Upon Tyne Polytechnic Products Ltd

² Jacques Lang, French Minister for Culture, 26.1.0.82, quoted in Cook 1992:204

³ Vardar, 1992: 37

⁴ see glossary for a definition of how this term is used in the context of this study

⁵ Steyaert C, Janssens M, "Language and Translation in an International Business Context: Beyond an Instrumental Approach", in *Target* 9:1, 1997:131-154

⁶ idem: 132. quoting Ricks D (1993). Blunders in International Business. Cambridge MA. Blackwell

⁷ idem:145

⁸ Holz Mänttari J (1984). Translatorisches Handeln: Theorie und Methode. Helsinki, Suomalainen Tiedeakatemia

⁹ Steyaert, Janssens 1997:150-151

¹⁰ Ladmiral, Lipiansky, 1989, Chapter IV

¹¹ Seguinot C (1995), untitled paper given at workshop, "Translation as Conflict - the Hybrid Text", presented by B Adab, C Schäffner. Prague EST Conference. "Translation as Conflict", September 27-29, 1995. in Snell Hornby M et al (eds)

¹² Ward Goodenough 1961, quoted in Osgood C, May W, Miron M (1975), *Cross-Cultural Universals of Affective Meaning*, Chicago, University of Illinois Press

¹³ Ladmiral, Lipiansky, 1989:10

¹⁴ Morin, E (1962). *l'Esprit du Temps*. Paris. Grasset. : Barthes R (1957), Mythologies. Paris, Seuil. - in Proulx S. "De la pratique publicitaire au Québec", *Communications*, 1971: 142

¹⁵ Quesnel, L. "la Publicité et sa Philosophie", in *Communications*, 1971

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- 16 Venuti. L (1995). The Translator's Invisibility. London. Routledge
- 17 Vettraino-Soulard 1990: 9
- 18 E Morin, op cit
- 19 Parsons. T (various references). in Williams G (1992). Sociolinguistics: a Sociological Critique. London, Routledge, pp 43-56 and 265
- ²⁰ Paivio also uses this example in Paivio A, "Psychological Processes of Metaphor", in Ortony A (ed), 1980, 150-171
- ²¹ Searle J, "Metaphor", in Ortony A (ed) 1980
- 22 Fairclough 1995:4
- 23 see Sandage (1960) "modern society emphasises the right of every person to be employed. To achieve this, high level consumption is essential. This will require persuasion. This is the function of advertising"
- 24 Galbraith 1958, quoted in Leiss, Klein, Jhally 1990: p28
- 25 Andreem G et al. (1978). Rhetoric and Ideology in Advertising. Cranbury. N.J: Associated University Presses. quoted in Leiss. Klein, Jhally. 1990:,p31
- 26 1990, p 286
- 27 Williamson, 1978:12
- 28 Keegan, W J, "Five strategies for multinational advertising", *European Business*, January, 1970:35-40, quoted in Vardar, 1992: 22
- 29 Vardar 1992: 27
- 30 idem:90
- 31 idem:93
- 32 Séguinot 1995
- 33 in "The great Euro-sell game" *Business Life*, November 1993, a British Airways magazine
- 34 Helen Bell, director FCB agency, quoted in *Business Life*, November 1993
- 35 idem
- 36 Anderson. M 1984. Madison Avenue in Asia: Politics and Transnational Advertising. London. AUP. quoted in Sherry. Advertising as a Cultural Concept. in Sebeok. 1986: 455

Chapter Three: Semiotics

Interpretation of Meaning in the Translation of Advertising

In Chapter One, Translation, various approaches to the description of the phenomena of translation were discussed, concluding with a reference to the study of sign-function as one complementary approach to the study of such phenomena. Translation was described as an interlingual form of semiosis (c.f. Jakobson, Peirce), or the interpretation of one sign through another sign, and attention was drawn to the importance of sign interpretation in terms of intended impact and function in context of the translated text, with advertising texts being described (Reiss, Nord) as belonging to the operative text type, for which content and form are “subordinate to the extralinguistic effect that the text is designed to achieve”.¹

The science of semiotics as the study of sign function could therefore be claimed to offer an important contribution to the understanding of translation as a goal-oriented and interlingual communicative activity, involving the transfer into a target culture of some form of source message, with source and target message both being produced in a specific context, for a specific purpose, in relation to a defined addressee or group of addressees. Nord has shown how a Translation-Oriented Source Text analysis can assist in the identification of the nature of the source message and its functionally relevant features, in order to achieve a better reproduction of that message in an appropriate form for the intended TT function. Understanding the representation of meaning in the SL can be achieved, in part, through analysis of how signs fulfil their representative function within the ST. It is helpful, in the translation situation, to offer a framework, with relevant metalanguage, for the identification and description of the representation of meaning.

In Chapter Three, Advertising, it was also demonstrated that in the field of advertising, the message is often composed of signs of different forms, graphic, visual and auditory, often a combination of all of these. It was further noted that a product can also come to function as a sign, representing a whole “constellation” of associated or linked

products which together signify a particular life-style, this latter being the basis for persuasion to purchase at the level of the single product. Much research has been done into the semiotics of sign function in advertising (Williamson 1978; Sauvageot 1987; Cathelat 1988; Leiss, Klein, Jhally 1990; Floch 1990; Cooke 1992; Jensen 1995;) as well as into the semiotics of cultural frameworks for social behaviour (Barthes 1985).

There do not, however, appear to be any major avenues of research in the specific domain of the translation of advertising texts, although this has been shown to be a widely adopted approach to the interlingual and intercultural dissemination of the advertising message, at least as widely practised as the more apparently culturally-appropriate methods of “twin-bed marketing” and “co-writing” (cf Harris 1983) and of adaptation of source material rather than of a source text as a unit of representation (Martenson 1987, Macdonald 1993).

It has been established that the object of this study is the text type of written advertising material, without any reference to visual, non-graphic signs, having an informative as well as operative function. The texts studied are composed of written (language-based) signs, intended to achieve a certain impact through description, by the evocation of values, based on shared myths, in a carefully constructed message intended to be appropriate for the addressee. Different authoritative views in the field of translation and of advertising have been found to suggest, by implication and extension, that a semiotic approach to sign interpretation in the translation situation is a valuable complementary tool for the translator in the process of selection of appropriate TL choices of signs.

In this chapter, the study of (written language) signs will be discussed, from the linguistic perspective of Saussure and from that of the focus on representation of and access to meaning as described by Peirce, these two scholars being representative of two different approaches to this kind of study. An attempt will then be made to show how concepts from Peircean semiotics could be of relevance in the description of translation phenomena through contrastive analysis of ST and TT, at the levels of individual micro-signs and of the text as sign. The relevance of semiotics to the field of mass communication, and thus to that of advertising, will also be discussed.

In a special edition of the Times Literary Supplement², dedicated to the subject of semiotics, Eco reminds the reader that although Saussure is credited with being the first, in his *Cours de Linguistique*, to discuss the potential development of a general science of signs, he was not in fact the first to introduce the concept into his writings. He notes the different terms used to translate Saussure's *sémiologie* by the Anglo-Saxon schools, which chose the term *semiotics*, as compared to the Continental schools which opted for *sémiologie* (*semiology*). According to Eco the concept of a general science of signs has been a common theme throughout the history of Western thought, making its first appearance in the writing of J Wilkins (Mercury, London, 1661) and Dalgarno (Ars Signorum, London 1661), also appearing in Locke's "Essay Concerning Human Understanding" in 1690, where *semiotike* - as "the consideration of the nature of signs the mind makes for the understanding of things or conveying its knowledge to others" - was identified with logic. This also relates to Peircean theories of reasoning and interpretation, to be discussed below. Much debate has been conducted as to where exactly semiotics should be included in the world of scientific research, under what heading, and whether linguistics forms a part of a wider science of semiotics, or vice versa. Those who believe the former argue that the scope of semiotics extends to cover all systems of signs used in a structured way for the purpose of communication (Barthes, Peirce). Those who hold the latter view argue that semiotic is a specific form of linguistic enquiry, studying signs as one aspect or element of the way in which language functions as an integrated system of communication composed of many elements, including semantics and syntax as well as semiotic (Saussure).

Since signs could be described as vehicles or vessels for the expression of meanings, it would therefore appear reasonable to describe the study of signs as the study of the systematic expression of meaning. Ogden and Richards describe the interdependence of the two, claiming that, "meaning... cannot be studied without a satisfactory theory of signs".³ But intended meaning, in a communicative situation, has a dual nature, both individual in its contextual interpretation and social in its consensual acceptance. It is therefore necessary, when interpreting a sign, to do so in a context-specific sense, so that context can inform or clarify precise intention for a specific purpose. An

important question with regard to semiotics is summed up by Hénault when she asks how "le caractère non-matériel d'une signification est perçu ?"⁴ and describes semiotics as the "tentative de structuration systématique de la conscience sémiologique".⁵ For Hénault, what we know of a sign is its form, not its substance. For Hjelmslev, this substance can only be arrived at through deconstruction of the sign into its component elements:

both the object under examination and its parts have existence only by virtue of these dependencies (*between parts of an object*) and each of its parts can be defined only by the dependence joining it to other co-ordinated parts, to the whole and to its parts of the next degree, and by the sum of the dependencies that these parts of the next degree contract with each other..... a totality does not consist of things but of relationships⁶

thereby recalling Saussure's dictum about language being composed of differences and oppositions, i.e. of relationships between signs⁷.

Signs express meanings, meanings are knowledge and language is a means, the prime means, of acquiring knowledge. Knowledge is built on relationships between conceptual units and it is essential to understand how these relationships are constructed and perceived.

A. Saussurean Sémiologie

For Saussure, *Sémiologie* would seem to refer to the study of any system of signs as being, "une science qui étudie la vie des signes au sein de la vie sociale",⁸ where the function of a sign, in Saussure's diadic perception of the relationship between signifier and signified, is that *aliquid stat pro aliquo* (something which stands for and represents something else) and where linguistics would be the study of one part of such a system of signs. These systems in themselves could be seen as systems of signification, of the lending of meaning by direct or implied association between the unit (visual, verbal, gestural, having concrete or abstract existence) and the significance of that unit as intended to be perceived by any member of the group for whom that or those systems represent, by consensus, one or more means of communication between group members.

Echoes of Bakhtin's view of the social nature of sign function⁹ can be detected in Pergnier's concept of consensus of use as a vehicle for the institutionalisation, here relating to the use and significance of a sign. Bakhtin includes in his discussion of the relationship between signs and ideology some recommendations which are equally valid for the purpose of intercultural communication. One of these is the injunction not to separate any study of the sign and its form from the infrastructure (i.e. the society) which constitutes its material base.¹⁰ A further comment from Bakhtin concerns the relationship between social consensus, social environment, the individual and the sign as representative of a concept or intended associative meaning:

les formes du signe sont conditionnées autant par l'organisation sociale desdits individus que par les conditions dans lesquelles l'interaction a lieu ¹¹

This comment recalls Saussure's view of signs as being elements of a system held together by a network of relations of possible combinations between signs.

For Saussure, the interdependence of signs within a system will be "idiosyncronic" or self-contained at a given period of time.¹² Any selection of a given sign will involve the automatic exclusion of other associated signs; to say "my car" is to negate the possibility of it being "your car, his car, our car", or "your house, my house, his house".¹³ The global meaning of a sign, for Saussure, is determined by its role within the language system and by its contrastive use with other signs used or not used. Thus meaning is language-based and language related, with thoughts being triggers for meanings which in turn are triggers for language signs. New thoughts or concepts are provided for by rules for combination and formation of new elements based on predetermined processes or strategies (hence the analogy with the game of chess, *inter alia*). However, because of this system-related determination of meaning, in translation no one sign can possibly be considered totally equivalent to a sign in another language system, since the associative network of signs within which the second TL sign functions will probably differ from that of the SL. In stating that description of sign function has to arise from "faits de parole" or language in use, Saussure does not, however, take into account variations in meaning which can arise from idiolect at the level of individual or of sub-group within a given socio-

linguistic group (cf Pergnier), individual intention in specific contextual use. Communication depends on mutual knowledge of the system, on effective transfer of signals or signes by A and recognition of these by B, what Harris 1988 describes as a "telementational process... the transference of a thought from A's mind to B's", which does not allow for considerations of culture-specificity of reference or to the role of world-view in shaping thought and enabling access to the thoughts of others. For Saussure, each sign carries a message which will be interpreted in the same way by any sign receiver who has knowledge of the sign system (this relates to Peirce's final interpretant, which is not context-dependent). Sign function is a linguistic phenomenon, to be described in linguistic terms and despite the claim to study "la vie des signes au sein de la vie sociale", the last word here is used to refer to the social use of language in the form of *parole*, as opposed to the totality of elements of the system as *langue*, rather than in the perspectives of socio-cultural situation, immediate context of use and variable interpretations of sign function arising from differences in these.

B. Peircean Semiotics

Peirce was the first to develop a comprehensive theory of signs, which he described as the "phenomenological analysis or description of known signs through the process of abstraction to the characters of all signs".¹⁴ His interest lay in the general conditions of knowledge, as part of a wider logic of inquiry and certainty and his view of the interpreter, or subject, was that of the thinking individual whose thoughts are formed through and by means of signs. He accepted that the nature of reality is a subjective perception, submitted to constant reinterpretation by the individual subject, but believed nonetheless that signs were the sole means of access to any knowledge and interpretation of whatever reality was being observed. Thus a sign becomes a specific instance of experience of a phenomenon, through which we "come to know reality and on which we may be prepared to act."¹⁵

Ogden and Richards acclaim his work, stating that Peirce made "by far the most elaborate and determined attempt to give an account of signs and their meaning".¹⁶ Peirce introduced the concept of the triadic nature of signs, each sign or *representamen* having an *object* (to which it refers), a *form* (the sign itself) and an

interpretant (that definition which signals the existence or properties of meaning of the item of reference, with or without the presence of a sign or even of an interpreter). For Peirce a sign is "anything which on the one hand is so determined by an object and on the other hand so determines an idea in a person's mind, that this latter determination, which I term the Interpretant of the sign, is thereby mediately determined by that object".¹⁷ The *interpretant* is thus another sign by means of which the interpreter interacts with a given sign and its denotatum. The sign must embody a recognisable message, with recognition based on prior experience. The sign can be presented, inter alia, as an image or diagram, or in linguistic form. Within the use of linguistic signs, whether in isolation or in combination with others to form a new sign having a single denotatum, each sign can be described as a proposition (unit of meaning). Peirce's "Pragmatic maxim" states that "the meaning of a proposition or intellectual concept is given in or by another proposition which is the proper effect produced by the original proposition on the mind of the interpreter"¹⁸ and Gorlée gives a further quote from this maxim:

Consider what effects, which might conceivably have practical bearings, we conceive the object of our conception to have. Then, our conception of these effects is the whole of our conception of the object¹⁹

For Peirce, the *interpretant* of one sign can in turn become the sign for another representamen, leading to a potentially infinite process of semiosis or definition of one sign in terms of another: "a sign is not a sign unless it translates itself into another sign in which it is more fully developed".²⁰ Signs are therefore objects whose purpose is to generate further signs by means of which the object or referent can be interpreted and translation is simply an interlingual form of *semiosis*.

In his discussion on meaning and the referent of a sign, Eco offers his own interpretation of Peirce's *interpretant* of the sign; this forms part of a process of *unlimited semiosis* whose culminating point would be, for Eco, the entire semantic field connecting and correlating signs with each other. Eco also suggests that one form of an interpretant could be simply a translation of that term into another language, or its substitution by a synonym (recalling Jakobson's two forms of

translation as semiotic process, interlingual and intralingual). Eco concludes, however, that:

all possible semiotic judgements that a code permits one to assert about a given semantic unit should be considered interpretants of that sign. As such, we can subject a cultural unit to empirical testing, in that it will be open to a continuous translation (here intralingual) into other signs which explain and exemplify it. This cultural unit must, however, be viewed within the system of other cultural units to which it belongs and within which it is defined not only by continuous semiosis but also through opposition to other cultural units. ²¹

Cultural units, as part of a system possessed of an internal structure, could be said to be subject to rules for combination and co-occurrence in the same way as are linguistic units of syntax and lexis; such rules for combination will consequently have an influence on what meanings can be expressed or created through combinatory strategies. Exceptions to these rules may occur, breaking new ground, creating new concepts and inviting interpretation by means of this very infringement of the rules. Signs, or combinations of signs cannot, of in themselves, confer meaning or invite interpretation; they are used by a *human sender* in order to confer that meaning. Interpretation of signs depends on a human subject who determines what the sender's intention was, within a given framework of social experience and according to the needs and perceptions of the interpreter.

In describing sign interpretation through other signs, Peirce further differentiates between the *immediate interpretant*, which is that represented or signified in the sign as being the range of potential meanings carried by a particular discourse; the *dynamic interpretant*, which is the effect actually produced in the mind of the sign-receiver by that sign, the contextual meaning based on awareness of differences between what has been said and what has been excluded in order to create the message; and the *final interpretant*, which is that meaning that can be reactivated beyond the immediate context and thus becomes a more generalised performative meaning which can take on the function of a generalised rule or standardised framework for interpretation, namely the meaning which could be attached to this sign by any interpreter in (almost) any potential situation of use (Saussure's expected interpretant).

This approach to the definition of sign function is thus useful for analysis of the processes of translation, since the primary consideration is that of the response of the sign interpreter to sign use in context. This response is observed through behaviour, whether in terms of action or initially in terms of reformulation of the message, in other signs, by the message receiver. In the case of *intralingual* sign interpretation, the latter procedure may be an intermediary stage, to ensure comprehension, prior to action. In the case of *interlingual* sign interpretation, in L2 signs, semiosis occurs in the initial stage of ST message analysis; in the intermediary stage of conceptual reformulation and finally in the formulation of the ST concepts and message through and by means of TL signs. Semiosis is therefore the main object of the process of translation. Successful achievement of the intended target text function will depend to a great extent on the translator's ability to identify the different levels of potential sign interpretation, from the *immediate* (the sign as used in a given discourse type) to the *dynamic* (the sign in the specific context of use) to the *final* (the universally agreed or quasi invariant which could be most easily accessed by the widest number of TL readers. It could be expected that all of these three aspects of sign function will be of relevance in both ST analysis and TT construction.

Peirce also considers the concept of difference, although he approaches this from another perspective to that adopted by Saussure, who sees difference as being intra-systemic in nature and linguistic in form. Peirce sees difference as a constitutive element of meaning, being determined in three ways. Firstly, through *discursive difference*, whereby there is a kind of negative contrasting of the minimal features of the signs which have been used or not selected, in order to determine the meaning of a given sign. Discursive difference thus permits a variety of interpretations. Secondly, there is *interpretive difference*, which refers to the fact that interpretive communities create difference by interpreting meaning in a specific synchronic and social context. Finally he considers *social difference*; this relates to the manner in which social practices, such as mass communication, contribute to the overall way in which society is structured. This last condition is important in the consideration of the role of mass media, which could be described as one source of modification of social conditions and

of conditioning of social predisposition to act, based on interpretation through semiosis in given contexts. This conclusion is the basis for Jensen's statement that:

Semiosis reshapes its object. Mass media and their audiences reflect, and reflect upon, society. In so doing they actively reproduce and transform, affect and effect society.²²

Jensen also explains that any social differences arising from semiosis can be categorised according to the Peircean triad of *emotional, energetic and logical interpretants* : these relate respectively to feelings, efforts and habit changes, where three different types of disposition to act are the final outcome of the interpretive act. In other words, the effect of a communicative act can be measured in terms of the emotional response generated, the physical reaction and the mental disposition to action which may involve a change or modification of existing beliefs or attitudes. The question of the overall impact of a (translated) text - more specifically, a translated advertising text - on its intended user and therefore of the success of a (translated) text in fulfilling its communicative function, could be considered in terms of these interpretants. The overall impact of the TT could be evaluated in terms of the extent to which the TL reader will react to the TT on the basis of identification with the emotional universe created, the degree of effort required to relate to this universe, and the extent to which this universe corresponds to the known 'reality' of the TL user's world view.

Peirce concludes that the problem of the meaning of a proposition can only be resolved through the study of its interpretants and the actual effects of the signs used in the construction of that proposition. In translation, the proposition is the ST and its meaning can be studied not only through ST analysis but also through evaluation of the TT and by comparison of (apparently) corresponding SL and TL units of meaning to see in what way they are similar or differ from each other. Reference to the Peircean philosophy of sign function can assist in this process and complement other analytical methods, so that the translator can arrive at a more accurate evaluation of his TT as representative of an ST message in both content and function. Consideration of signs in terms of micro-units of a message, or meaning content, and in terms of function within an overall macro-structure, will also ensure that translation procedures and strategies are not selected on the basis of linguistic forms alone. Whereas it is

possible to find examples of functional correspondence at the level of units of syntax. due to intrasystemic rules of sign use, many examples of functional correspondence will occur as a result of choice of corresponding sign function between SL and TL units; in other words, correspondence of form between SL and TL may often be coincidental and is most certainly not the primary criterion for selection of TL units. although this may appear to be the optimal choice for some scholars, such as Newmark.

Signs are described by Jensen as the “how, rather than the why, of human knowledge”²³ and the ways in which they are perceived and interpreted contribute to an overall access to the reality of human life. This reality may be that of Peirce’s stipulation, namely that to which a given community will agree in the broader perspective, but any discussion of sign interpretation must also take into account the individual subjects who constitute an interpretive community and the resulting potential for a range of interpretations within any such consensual reality. There will also be some elements of reality that could be described as *universals*, in that they form an inherent element of (almost) every potential version or view of reality. Through signs reality becomes the object of individual questioning and internal review or reflection, which processes in their turn confer meaning on that reality by analysis through comparison and contrast. This is why Jensen is correct to state that the study of how meaning is generated, through what forms of representation, is a valid and indeed fundamental question for any branch of communication studies.

Peirce attempts to do precisely this through his own framework of semiotic investigation, taking for his model his triad of sign function, in order to give a structure which will permit rationalisation of the way in which meaning can be represented. He explains that the *icon* stands for something because it resembles it and exhibits identifiable features of that object (e.g. diagrams, computer icons, road signs). The icon is an example of *Firstness*, of unmediated, directly perceived sign function. The *index* has an existential connection between itself and an object by virtue of directing the attention of the interpreter to the object of the sign (e.g. calendar, weather vane, stethoscope) so that it provides information about that object without naming it. This is an example of *Secondness*, or mediated sign function. Finally, the

symbol has its own existence by virtue of the mental habit of association of that symbol with a given object or concept (e.g. a cap as a symbol of authority/ policing; the heart as a symbol for the emotions). The symbol is an example of *Thirdness*, since its connotative or associated meaning is independent of any real or imagined relationship between sign form and intended sign function. For Peirce, symbols enable one to create abstractions by representing thoughts about intangible concepts in a tangible form. Although the interpreter has to be able to perceive the associative link between symbol and concept, this link exists independently of his ability so to perceive, and depends for its representative function on social consensus as to the object it is intended to stand for, not on the interpreter's perception of it as such. That which is perceived by the interpreter is not an image, but a "mental construct of sensory experience", incorporating both the concept as given and the way in which the perceiver interprets this given. Peirce's term for that which is perceived is the *percept* ; within a given socio-cultural environment this percept should have a commonly accepted potential significance (*final interpretant*). Individual interpretations of the percept will be the result of the individual *dynamic interpretant* but this should still be within the spectrum of the core essence of meaning for that percept in its social use.

Peirce further states, with regard to symbols, that " since these symbols rest on habits already formed, they do not enable us to add to our knowledge unless by means of a definite, pre-formed habit"²⁴. This is precisely the way in which advertising uses symbols, building on pre-existing associations to create values for products, then linking these associations together in order to create a new, super-value or identity which incorporates and yet surpasses the sum total of all the known values evoked by the different signs, both individually and in combination, to become a new entity in its own right, a new symbol for this innovative combination of values which the product can then represent without further direct reference to these values individually. In advertising, the intended impact is the act of purchase, and whilst no study thus far has been able to devise a quantifiable method for relating sales to advertising texts, there is general consensus that there "must be a link". Peirce also states that reasoning is fundamentally synthetic, based on observation and inductive reference, therefore a matter of probability and not one of certainty. A degree of predictable certainty of

communicative effect and efficiency would seem to be of relevance when evaluating an advertising text, also therefore when evaluating a translation of an advertising text.

Translation and the Peircean triad of icon, index, symbol

The process of translation requires of the translator the implementation of Jakobson's three aspects, namely that of *intralingual* translation, in order to determine the exact nature of the intended message; that *interlingual* or translation proper; and finally that of *intersemiotic* translation, at the level of sign function according to Peirce (not quite in the way intended by Jakobson). This slightly different intersemiotic aspect will therefore be of relevance at both intra- and inter-lingual levels of translation, rather than differentiating itself from these two.

At the level of intralingual analysis, the sign, or the proposition, to be interpreted could be said to function *iconically*, by virtue of its capacity to recall another sign which refers to the same signified as the first. A sign which functions iconically often consists of a group of words which cannot be interpreted at the level of the individual word because the meaning arises from all these words in combination and is usually greater than the sum of the individual meanings. In translation, this usually involves the substitution of idiomatic expression for idiomatic expression, or fixed word group for fixed word group: for example, in the 4T text, the claim that “4T intervient sur le champ”, where *sur le champ* is an iconic sign to represent the concept of immediacy. It could be translated by a similar icon, “on the spot” or indexically by its semantic equivalent, “immediately”. Iconic sign function is described as unmediated. In the Rolex text, for the expression (understood but paraphrased), “When the going gets tough...” the translator does not appear to have been able to find a TL sign having a similar iconic function and so seems to have relied on paraphrase and expansion to convey the meaning, using several signs and losing the stylistic impact, especially since elsewhere in the text cohesion is maintained through another reference to toughness - “as tough and uncompromising as his game”. In the Avis text, the SL unit of meaning “as you get off the train” has been replaced by an iconic sign *à la descente du train*. Conversely, in the ADP text, the iconic sign using the Latin loan expression *intra-muros* is translated by means of expansion and explicitation, thereby resulting in loss of

impact through economy and sense of tradition/ more formal register, through use of the Latin term.

At the level of intralingual translation, the sign functions *indexically* where there is a mediated link between sign and object, so that the existence or appearance of the sign represents a part of the whole and recalls this whole. In translation, an indexical approach to translation would involve substitution of signs at the level of corresponding dictionary equivalences or language forms, at least in relation to the final interpretant and without reference to use in context. In the 4T text, the SL sign *latitude* functions indexically in the ST, by association with the globe this sign also recalls the concept of international markets, world-wide access to potential customers and even the concept of flexibility of approach, as described in the text which follows the heading. The TL translation “the global market” takes an iconic sign function which loses some of the potential indexical quality of the SL sign. In the ADP text, the translation of *Europe Continentale* by the single sign “Europe” results in misinformation arising from the substitution of an indexical sign which shows what is excluded as well as included, to a more inclusive iconic sign which suggests a different concept (all of mainland Europe in the first, mainland Europe plus the UK in the second).

The third form of sign function is the symbol, where the intralingual relationship between sign and meaning exists solely by virtue of consensus of association between sign and signified amongst the users of that language system. In interlingual translation is often difficult to find a similarly symbolic sign/ meaning relationship, given the arbitrary nature of this where it occurs intralingually it is impossible to predict or rely on the same form of sign function for a given concept or meaning in the target language. In the Australia text, the symbolic function of “The Great Outdoors” is to be representative of a whole way of life, of a national set of attitudes towards desirable and healthy lifestyle and of one of the advantages of the Australian climate. In translation, the TL choice of “la vie en plein air” not only loses its appellative function by loss of capital letters but also its symbolic function, reducing the sign to an immediate, unmediated iconic representation of only one aspect of the many dynamic interpretants contained in the SL symbolic sign. The TL sign functions iconically here,

to represent a single concept and so there is a loss of impact. Similarly in the Gateway text, the symbolic function of the sign “maverick” is lost through explicitation and indexical interlingual translation, giving a descriptive indexical sign “non-conformiste”. In the Barclays text the symbolic reference to “red tape” is completely omitted in the TT and in the Rolex text the symbolism of the name Oyster is lost as its appellative function is preserved in translation by the repetition of the word, which functions solely at the latter level in the TL. However, in the Meridian text the symbolic SL sign function of “a foundation for success” is (successfully) reproduced by substitution at the level of symbol, giving “la clé du succès” and in the Gateway text the symbolic (historical/ traditional) function of “family’s four-generation cattle business” is partially conveyed by a symbolic sign, *ferme familiale*, although this could also be taken at the level of its final interpretant to be iconic in function, if not correctly interpreted within the context of the underlying values which form part of the message. Finally, in the SNECMA text it appears that the signs “the sky” and *le ciel* both function at the level of symbol to represent future pathways for communication. This is the level of sign function which is difficult to reproduce in interlingual translation, but should not be neglected as it is important for its communicative impact in the advertising message.

Where the SL sign functions iconically, evoking in the mind of the translator another sign, it should also, where possible, function iconically in the TL, through reference to the mental image, or map - on the level of series of signs linked and combined to form series of propositions - produced in the mind of the translator. The latter will create for himself the iconic link through his own linguistic competence and cultural awareness of the two languages and cultures in contact. The way in which the translator responds to this relation of iconicity will be determined by his experience and competence in these two areas and is thus open to interpretation at the level of the individual as well as subject to general guidelines by virtue of that experience being shared with and acquired through contact with others. It is thus important in this context to bear in mind the potential conflict between universals of an intended message and the effect of individual choices of interpretation or style on the part of the translator, especially in view of the relevance of the principle of *commutation* as proposed by Courtés (1991:15), according to which “toute transformation du signifiant correspond à une modification corrélatrice au plan du signifié”. It is generally

agreed, by Hjelmslev and other experts, that form and content are interdependent and cannot be separated for the purpose of analysis of a message: furthermore, according to the Paris school of thought, "le référent est informé par l'homme qui lui donne sens grâce au jeu du signifiant et du signifié"²⁵. Hence the two main explanations for shifts in meaning or content as evidenced by analysis of form: the difference in *Weltanschauung* and the individual interpretation made by the translator.

If the sign functions *symbolically* in the SL, the consensual association between sign and intended symbolic function must be known by the translator, through experience and memory. This relationship cannot be deduced from sign form, although context of use, text type and function may all offer clues as to this function in a given situation.

Whilst for Peirce and Eco semiosis is a never-ending process of signification through yet another sign, for Benveniste this process has to have a starting point and an end. Thus, he accepts that in order to qualify as a sign, a signifier has to be capable of conveying meaning and in order to do this it has to belong to a system of signifiers - "le sens d'un mot consistera dans sa capacité d'être l'intégrant d'un syntagme particulier et de remplir une fonction propositionnelle", i.e. to refer to another signifier or signified in a systematically determined relationship. However, he also believes that there has to come a point at which a signifier has its own meaning and does not exist in order to point to something else²⁶. This meaning would seem to be that of the culture-specific consensual nature which defies direct or indexical transfer through translation and requires instead some level of iconic or symbolic substitution from SL to TL. For Benveniste this poses the dual problem of comprehension: "le sémiotique (le signe) doit être reconnu; le sémantique (le discours/ le sens) doit être compris"²⁷.

To extend Peirce's terms of reference somewhat, it could therefore be concluded that analysis of the written word in various combinations in different linguistic systems could be expected to provide mainly examples of the second form, a kind of indexical link between object and sign as conferred by consensus of designation within a given language system (cf Saussure *arbitrariness*, as recorded through primary dictionary signification); and also of the third form of sign-interpretation, i.e. symbolic meaning,

where meaning is conferred through usage and convention in a particular context. so could not be deduced by simple logical analysis, and very often not by reference to or inference from the primary, dictionary indication of use. Instances of non-correspondence on either of these levels could be expected to point to a mis-match between, on the one hand, the interpretation made by the translator of the ST author's intentions and that made by the person conducting the comparative analysis of the ST and TT; and secondly, to a potential misinterpretation by the TL reader resulting in a loss of SL message as a consequence of decisions taken by the translator when creating the TT. The first will illustrate the inherent potential polysemy of language in any given text; this polysemy will be all the greater in the case of advertising, where the text-writer will wish and intend to make deliberate use of this polysemy in order to reach a wider group of readers and potential consumers with one single message. The second will, of necessity, have to relate to the first, and will thus illustrate the inherent subjective nature of the decision-making process on the part of the text interpreter, pointing to the potential for loss of signification or polysemy through the process of semiosis in the context of inter-lingual translation.

C. Signs, discourse and social change

In his discussion of the role of discourse in bringing about and recording social change, Fairclough (1992) recognises the interdependence of form and meaning, reminding the reader that whilst signs are generally said to have an arbitrary relationship with that which they signify, some signs may nonetheless be said to be socially motivated, and that the same sign may in fact be interpreted from a different perspective according to the position of the subject. He gives, as an example, the terms "terrorist" and "freedom fighter " as representing interpretations of the same function by opposing sides.²⁸ In this example, the question of social motivation could thus be described as pertaining to a particular sub-group of a wider social community. In translation the reader is more likely to be required to come to grips with questions of social motivation which occur on the level of national communities, rather than a different use at the level of *parole* as Pergnier uses this term (other than in the case of LSP translation for specialist groups). In a later work Fairclough further reinforces this position:

Texts are open to multiple readings, and the ways in which they are read depend upon the purposes, commitments and strategies of readers, upon the reading positions the texts are exposed to. This in turn is a function of the distribution of a text - the set of contexts of reception it enters....Public discourse ...tends to have a complex distribution..... Anticipation of the potential polyvalence of the texts that (such) complex distributions imply is a major factor in their design²⁹

This is clearly of relevance in the psychology and linguistics of advertising, since the final objectives of the advertiser are both to inculcate belief in the values claimed for a product or service and as a result of this belief, for the potential consumer to purchase the product or service. In seeking to target a wider, albeit carefully defined audience, rather than an individual, the advertiser is able to rely on and indeed exploit the potential offered by the facility for several different interpretations of a given proposition, so that each individual member of the target group can select for himself that meaning most appropriate to his circumstances, provided that the range of potential interpretations still falls within the confines of the overall desired impact, which can be measured through the reaction to the proposition. This potential is defined by Peirce as *indeterminacy*, which rule states that meaning can never be precisely specified due to the natural indeterminacy inherent in the object of perception from the viewpoint of its openness to varying interpretations by different individuals.

Semiotics and Mass Communication

In his discussion of “The Social Semiotics of Mass Communication”, Jensen notes that meaning is “the entity that survived an act of interpretation”.³⁰ He discusses semiosis from the viewpoint of pragmatism, stating that “semiosis is a constitutive element of all human perception and cognition”. He further concludes that all knowledge has to be mediated through and by signs, and that signs shape thoughts in all aspects of social interaction, including material production and cultural practices. In this way, semiosis becomes a “continuous process of signification that orients human cognition and action”. In the context of modern social interaction, mass communication can therefore be described as a “semiotic practice central to contemporary cultural environments”. In this same perspective, all instances of sign use are purposeful but also dependent for

their representative meaning on the context of use. He concludes that whilst signs may not be responsible for a direct impetus to action, they can, through their representative function, signal potential modes of action and create in the interpreter a predisposition to act in a certain way. The actual relevance in context may vary according to the interpreter, who will create an individual process of semiosis based on subjective factors as well as on socially conditioned responses. Responses having their origin in social training and socially perpetuated expectations will be based on the concept of exclusion and difference, i.e. on an awareness of what has not been selected, as much as on a decoding of what has been included and presented for analysis, rather along the lines of Saussure's concept of a network of meaning based on differences as much as on links and similarities.

D. Review of semiotic approaches to sign interpretation

i. Harris on Saussure and Wittgenstein

Peirce's comments about the nature of the sign find their echo in a comparison, by Harris, of the approach to language of Saussure and Wittgenstein, both of whom he believes share a common view of the sign as being but one element, to be studied within the context of the system (here linguistic) to which it belongs and of which it is an integral element. For Wittgenstein, "the sign gets its significance from the system of signs from the language to which it belongs", whilst for Saussure, "language is a system of signs held together by chains of syntagmatic and associative relations" ³¹. Saussure's definition of a linguistic sign is held to be a mental association between concept and sound pattern, whilst for Wittgenstein, the correlation between name (sign) and object is one imposed by the need to communicate, and will therefore be motivated by mental impulse and association in the mind of the speaker, hopefully to be received in similar manner by the target receiver. For both, the meaning of a word or sign will depend on a complex network of relations which link it to other words or signs.

Harris³² also underlines the fact that both Saussure and Wittgenstein use the image of the game and rules of play. The traditional game used as a basis for analogy by both Saussure and Wittgenstein is that of chess, and the conclusion is that what matters is

not the material of construction, shape or form of the pieces, but the value assigned to each piece (i.e., whether a rook, a pawn etc.) and the rules governing that piece's ability to interact with other pieces through a directed sequence of movement about the board. This analogy is described as referring, in Saussure's case, to the distinction between *langue* and *parole*, with the former representing the actual set of rules and the latter the way in which the individual player interprets and enacts these. Harris concludes that according to Saussurean thought, this should imply the impossibility of equating signs or concepts from different systems. Signs may appear similar in form but will have different values and different associations as established by convention, according to the systems to which they belong and to the networks of relations within which they must be interpreted. Also for Wittgenstein, since signs are part of a system governed by a set of rules, they have to be interpreted within this system. An example given by Harris is that there are different kinds of tennis (hard court, lawn, table, short) and while they may appear to have many features in common, behaviour within a game type is governed by a different set of rules, so that scoring is calculated differently and a serve may be taken in a different manner in each genre. The links between elements of a family of behaviour patterns may not always be obvious or clearly definable.

ii. Gorlée

Gorlée further discusses the concept of translation as a game in which "the notion of strategy base on past experience is what links semiotics, the heuristics of interpretation, and rules of play in games of skill" . She states that the outcome of a game is always the result of "a strategy embodied in a series of moves made by supposedly rational players" ³³. Thus, by analogy with a game of skill and tactics, such as chess, if decision-making is seen as a process of choosing between possible alternatives, where the decision-maker has to take into account all possible consequences of each decision, and where each decision opens up in its turn a new series of possible decisions, then the parallel between this activity and semiosis, or between this activity and translation, has to be evident. Just as for chess, where the rules only allow certain types of move in certain types of sequence, decision-making in translation is subject to similar normative constraints resulting from text type conventions or norms within the Target Culture as much as from Target Language conventions or norms; these can be described under

the headings of regulative and constitutive norms (Neubert and Shreve). Despite this apparent systematic regulation of choices and social conditioning (cf Robinson's *ideosmatic response* ³⁴) the subjective influence of the decision maker is not to be discounted, since his choices will call up new combinations of subsequent moves or choices. However, just as the potential choices are more numerous within a language system with its wealth of forms of reference to objects or concepts than in a game, where types of moves are limited in number, so the number of potential moves and possible outcomes of semiosis in language is far greater. Gorlée also refers to Wittgenstein's description of translation as analogous to the solution of a mathematical problem:

Translating from one language into another is a mathematical task, and the translation of a lyrical poem, for example, into a foreign language is quite analogous to a mathematical problem. For one may well frame the problem. "How is this joke to be translated (i.e. replaced) by a joke in the other language" and this problem can be solved; but there is no systematic method of solving it³⁵

This may well be true, if by systematic one is to understand a formula for conversion which is reproducible regardless of context, text type, function and addressee. However, it is possible to adopt a systematic approach to the solution of translation problems, without losing the necessary degree of flexibility that would allow the translator to take all these variables into account when evaluating potential theoretical approaches to translation and when making choices (of strategy and of individual solutions) within the framework of these.

iii. Eco

Eco (1973) discusses Peirce, Saussure and Wittgenstein, presenting his view that one of the fundamental aspects of Peirce's philosophy is that:

signs refer to the systems of units in which the various cultures organise their perception of the world. The typology of text, the study of rhetoric and ideology,the method of understanding as semiotic systems myths, social structures, systems of objects, even economic relations - all this can be achieved if it is postulated that cultural structures (the way in which a given society organises the world which it perceives, analyses and transforms) are semiotic structures and therefore systems of units, each of which can stand for another

This recalls Saussure's concept of language as a system. By his extension of the term system to define non-linguistic forms of communication using signs (semaphore, sign language, codes), Saussure opened up the possibility of perceiving of a given cultural system as a "vast system of sign systems" thereby paving the way for further research into social aspects of semiotics, by those such as Barthes and Levy-Strauss.³⁶

In his own "Theory of Semiotics", Eco pursues the notion of a collection of systems. He lists different fields in which semiotic analysis can and has furthered the scientific understanding of those fields, giving as his examples studies of zoo semiotics, olfactory signs, tactile communication, codes of taste, culinary practice, medical semiotics, musical codes, and formalised languages such as algebra, chemistry, Morse code and computer languages, to name but a few, the list ending with cultural codes relating to behaviour and value systems, and models of social organisation³⁷. He concludes that in his view, "a sign is everything that, on the grounds of a previously established convention, can be taken as something standing for something else". Eco further states the hypothesis that "codes provide the rules which generate signs as concrete occurrences in communicative intercourse"³⁸. On the subject of how a sign relates to the thing it is supposed to represent, Eco posits that "every attempt to establish what the referent of a sign is forces us to define the referent in terms of an abstract entity, which moreover is only a cultural convention"³⁹, giving, in support of this claim the definition of Schneider, "a unit.... is simply anything that is culturally defined and distinguished as an entity. It may be a person, place, thing, feeling, state of affairs, sense of foreboding, fantasy, hallucination, hope or idea.... a mess, a hunch, the idea of progress."⁴⁰

In the light of all of the above discussion, it is clear that the means by which concepts or meaning are expressed in the individual language is in fact through the signs of that language, whether verbal or in graphic form. The effective and accurate interlingual transfer of meaning as expressed in concepts through the signs belonging to the source language into the signs belonging to the target language will in fact also be the manifestation of the differences in the way in which these meanings are expressed through exclusion or combination of signs by each language system.

iv. Barthes

The concept of language as the vehicle for the expression of meaning is also to be found in the writings of Barthes, who defines all non-linguistic systems of representation of meaning as having their expression, in terms of identification or representation of intended significance by means of signifiers, through the medium of some form of language. In the specific case of advertising, Barthes claims that this is one of the complex systems of mass-communications in which the receiver is exposed to a combination of sounds, images and written words, where it is difficult to identify the primary and subsidiary elements or systems of communication, such is the degree of interdependence. However, since Barthes himself had already stated that other forms or systems of communication would seem to be dependent on language for their expression, we would propose that even in advertising, what is of primary importance is the role of the linguistic system of communication, where *language* is understood to refer to and include the Saussurean concepts of *langue* (individual language belonging to a national community) and *parole* (individual selection of use of aspects of this *langue*, where the word "individual" refers, of course, to use by an individual but mainly to use by a collective group identity as defined by the characteristics of the target consumer group).

v. Hervey

In his *Semiotic Perspectives* Hervey (1982) offers the following definition of semiotics: "Semiotics is the study of a phenomenon that manifests itself as a particular type of correlation: that between 'signals' and 'messages' , asking questions such as:

- *is there a correlation between x and y in such a way as to make x a signal and y its corresponding message?*
- *what form does the signal x take?*
- *what is the nature of the message?*
- *what motivates the correlation between signal x and message y ?*⁴¹

Hervey reviews the fundamentals of Peirce's philosophy of language, including Peirce's concept of the triadic nature of signs, as they mediate between object and interpretant; he attributes to Peirce the intention to conduct scientific analysis and observation of how signs function in this mediatory role, highlighting the fact that Peirce was more interested in the nature of communication, which is precisely what makes Peirce's

philosophy relevant to problems of translation. This is contrasted with Saussure's *sémiologie*, which according to Hervey is more concerned with the general principle of the existence of systems within the function of communication.

In his discussion of Barthesian *sémiologie*, Hervey notes that for Barthes, "cultural conditioning is a repertoire of received signs constituting a particular orthodoxy", with semiotics being "the study of signs which are endowed with a communicative intent, so that discourse can become overlaid with images which can in turn influence or tend to promote a certain way of thinking or ideology of socio-cultural signification". Barthes' definition of the myth is restated, being "the embodiment of a belief in a form that subtly hints at its ideological content through its signification", the paradox of the myth in Barthes' analysis of images being, for Hervey, that it should "signify covertly yet be eye-catching". Similarly, the mythical content of a written text should be relatively readily inferred from the linguistic signs.

If the significance of the sign, whether as visual image or linguistic unit, can generally be said to be attributed by an arbitrary association (cf Saussure, see Chapter One) between *sign* and *signified*, which is then institutionalised by consensus of use and consolidation of this consensus through relative standardisation of interpretation, then it follows that any interpretation of an advertising message will be dependent upon prior knowledge of the intended, or predictable, significance of a given sign for any member of a given socio-linguistic community.

E. Meaning in advertising

Within the on-going debate and discussion of what constitutes a sign and how signs convey meaning, those interested in a more philosophical debate tend to regard the work of Ogden and Richards, *The Meaning of Meaning* (1923) as a seminal work in this area. For the purpose of the specific scope of this study it is of greater interest to consider the writings of Peirce,⁴² whose views on meaning and signs are considered to have had a significant influence on the development of this science of signs. For Peirce, establishing the meaning of a proposition (statement of fact, concept) through consideration of the sign (at the level of word, phrase, sentence, paragraph, text) depends on a kind of approach which has been described as a *methodological*

behaviourism in that it is only possible to evaluate the perceived meaning through observation of the actions resulting from this perception - where a habitual association of ideas in a particular set of circumstances leads to a given form of behaviour. Peirce's claim, although not in relation to advertising, would seem especially relevant to this study, when he states: "it is certainly best for us that our beliefs should be such as may truly guide our actions to satisfy our desires". In the context of consumer wants and needs, the desire to reinforce a self-image is evoked through an (induced) awareness of lack of a given object which is presented to the consumer as essential to his needs. Thus doubt leads to inquiry with regard to this object, and conviction leads to altered behaviour in the form of the act of purchasing. Need is thus fulfilled and homeostasis obtained, in the form of re-establishment of social equilibrium through conformity to (modified) role expectations.

Thus it can be seen that belief is the pivotal aspect in the sequence of the advertising chain, and one which it has proved most difficult to evaluate or quantify. For Peirce, the only way in which it is possible to know what a person believes is to observe his behaviour, since his actions will illustrate his disposition to act, which will in turn be dependent on and result from his beliefs. This may be particularly difficult in the case of advertising, where any direct link between advertising and long-term sales, although apparently indisputable in essence, has proved elusive in attempts to define and quantify in terms of statistics, facts and figures.

What can be assessed, however, is whether the meaning (i.e. the message or overall invitation to act of the advertisement) is similarly interpreted by the target receivers (interpreters of the signs constituting the message,) thereby increasing the potential for increased sales.

The product as sign

It has been established that products are purchased not only for their pragmatic use in the fulfilment of a need or function, but also for their symbolic value in the identification of the self. According to Belk (in Sebeok, 1987), the consumer's choice of products and possessions can be interpreted on two levels, both of which contribute to an extension of the image of self which it is intended, or considered desirable, to

project. Since objects have no inherent meanings, but only those which we give to them, then the individual perception of the value or meaning of an object would seem, in the first instance, to be based on the consensus of the group and the individual will therefore choose a product according to criteria which are of importance to the group with which he wishes to be identified. Possession of a product can come to have a personalised significance to a specific user, and so contribute to his individual self-definition, in that "la valeur personnelle de l'acheteur s'incarne dans l'objet personnalisé".⁴³ The product can therefore be said to have become polysemous in the same way as any other sign, and to belong as much to the *langue* of product signification as to its *parole*. It has become part of an interrelated system of similarities and oppositions, inclusions and exclusions, which form the basis of its functional definition and connotative value.

Myths, values and cultural identity

The question has then to be asked, how a product can come to function in such a polysemous manner. If we accept Barthes' underlying belief that advertising is the vehicle of some kind of (for him - bourgeois) ideology, whose intention it is to dissimulate the truth beneath the illusion of objective fact, then analysis of the sign, whether written or in the form of the image, should permit the identification of those elements of that sign which contribute to this potential ambiguity, hence multiplicity, of interpretation. This, argues Sauvageot (1987) is the contribution of the element of mythology which forms an inherent, essential and integral part of the advertiser's tools in the creation of his message. Myths are man's attempt to convince himself that he can understand and explain natural phenomena which do not conform or lend themselves to logical or scientific explanation and description. For Levi-Strauss, a myth is something not to be grasped by the intellect, but by the intuition, by a study of the framework of relationships in which it occurs, in order to understand what kind of (original) system these relationships constitute, thus relying on an emotional or affective conception. Myths borrow from human experience in order to attempt to explain or illustrate concepts of thinking, to bring order and unity to a fragmented existence and to channel human behaviour. Clearly they can serve the same purpose through the incorporation of an element of mythology in the advertising message. Just as myths have to be interpreted in terms of their overall message, so too must

advertising be apprehended as a totality, as a global communication of promised benefit. Similarly, both rely on the participation of the receiver, a process of on-going reconstruction, anticipation and incorporation in order to formulate a total impression and receive the global message.

Cultural identity is based on both objective and subjective factors, of which myths, images, symbols and stereotypes are but a few of those which contribute to the self-image of the group or of the individual. Intercultural communication relies on the interpretation of these aspects of identity and their reformulation in a manner recognisable to members of another group possessing different social and individual perceptions of identity, by means of underlining differences between two socio-cultural identities as well as by emphasising points of similarity. Both differences and similarity will be most clearly evident through the respective networks of values, the elements of mythology and the associative links created by these. Language gives us access to these aspects of culture, as well as showing how a culture is constituted through its use of language. According to Sauvageot, "le sens de la conduite d'une société est à trouver dans son discours" and "le langage se révèle comme mode d'accès privilégié à la culture"⁴⁴. By virtue of their symbolic as well as functional values products contribute to and are a part of a language system; this language system is part of a series of systems, including verbal and non-verbal forms of communication. All forms of communication, sounds, images, works of art, or the written word, can become signs, representing and evoking something beyond their immediate literal or superficially evident designative meaning. Words as signs designate the functional value of the product; they also endow it with values, so that the product becomes a sign in itself, contributing to the perpetuation of a myth as one element of an associative network destined to embody and exemplify a (so-called) social truth.

For an object to incorporate or represent a certain mythological value, it has to transcend its material form to become a concept, an idea, a representation of more than just a product. This occurs by means of contiguity, by contrast or resemblance and by means of direct or indirect association with other ideas, thoughts, emotions and qualities. In as much as they become inextricably associated with values, products become icons for concepts, for emotions, for notions. These associative links are

constructed anew on each occasion by the individual for whom they are in presence; as such they may lead to countless and different possible chains of association, and place new demands on the interpreter or receiver, as described by Moscovici:

la révolution iconique nous introduit dans une civilisation non-évidente, dans la mesure où elle implique la transgression des principes sur lesquels notre rationalité jusque là se fondait ⁴⁵.

The importance of this mythical element is that it seems to confer on the product a contemporary form of quality or aspect of an eternal truth. To reinforce this truth, the mythical element of the advertising message draws on values: it creates a network of interdependency in order to validate these same values by virtue of their co-occurrence, thereby establishing a system of communication based on recognition of these values and their reciprocal validation. According to Rokeach,⁴⁶ values represent:

an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence

and similarly, that:

a value system is an enduring organisation of beliefs concerning preferable modes of conduct or end-states of existence along a continuum of relative importance.

For Pollay, it is "the nature of values to be self-evident to individuals receiving such a communication" (1983:74). Advertising presents the myth as fact, and its associated values as truths against which to measure both aspirations and achievements with regard to self-expression. For an advertisement to succeed, these myths and values must be perceived or perceivable as relevant to the situation of the addressee.

Product constellations

A further point of interest in relation to products as signs, as representative of meaning, is that of Solomon and Assael. They state that "meanings of products are in part derived from their occurrence, or expected occurrence with other products, in the inventories of prototypical social role occupants"⁴⁷. It is further claimed that

individuals "require an inventory of products to communicate social class standing" . In other words, consumers are conditioned to expect certain products to be used in conjunction with each other by virtue of the existence of certain stereotypes, whether these be defined in terms of age, social or physical characteristics, professional standing or other criteria. The appearance of a particular product within a group of products with which it is not normally associated may jar, and may produce a negative effect, unless intended to shock in order to engage the participation of the target receiver. It is clear that these groups of associated products combine their individual significances as signs to create a new, collective significance, so that a group of signs becomes merged into one collective sign. Again, these groups of associated products and the collective significance which their association may confer will be very likely to vary from one socio-cultural and linguistic community to another. This perspective of the concomitant appearance of certain products can be likened to the linguistic technique of collocation, where certain words can be predictably expected to appear in conjunction (e.g., a keen interest; a convulsive shudder; an ear-piercing shriek) and where unlikely or unpredicted collocates have the same jarring or disturbing effect as does a product when presented in a series or combination of products not normally associated with each other, according to the image created for the particular product and thus for the consumer expectation of its likely occurrence. The unlikely or unexpected collocation may have either a positive effect of reinforcement or a negative one of discouragement and repulsion through its very incongruity. Clearly both forms of collocation (of product and of linguistic units) and the way in which they are constructed are of concern to the copy-writer for advertising copy intended to cross national and linguistic boundaries.

This approach to identification of products as belonging to a "product constellation" is described as the "Gestalt method" . It is further stated that due to this expectation, consumers may avoid the purchase of products which are presented in association with others having negative connotations for a given group. The extension of this theory to include the inappropriate combination of signs as a potential negative influence on the advertising message receiver would not seem an unreasonable step, remembering that the word *sign* is being used here in its broadest sense, that of something standing for something else, and so including in this definition the use of linguistic units of meaning

as *signs*, as well as that of products qua signs. In the same way as groups of products can combine to create a global meaning, so can conditions governing types of situation. The receiver of an advertisement will look for situational clues, in the form of the individual signs or components which go to make up the whole, to assist him in his interpretation of the advertising message⁴⁸. Any anomalies in the construction of the situation or context, through the selection of inappropriate signs or circumstances of occurrence, will make the task of interpretation of the message more difficult, if not impossible.

Advertising frames and the polysemy of the message

Of relevance to this is a consideration of the definition proposed by Nöth who describes advertising as being composed of inner and outer frames. A frame is "an organised principle, relating a number or concepts which, by convention and experience, somehow form a unit which may be actualised in various cognitive tasks"⁴⁹. Thus the advertising frame will somehow represent both our knowledge and expectations of the advertisement as a particular text type, with the outer frame being the form in which it is presented (appearance, page-layout), and the inner frame the content units which act as vehicle for the message. The actions involved in the process of advertising are described as being of both semiotic and economic natures: "advertising is a semiotic act, which involves the exchange of messages between an advertiser and a consumer". Also, we read that "advertising is an economic act, involving the exchange of goods", and that "both are related by finality, in that the economic act is the goal of the semiotic act".

Naturally, the economic act may not involve the invitation to purchase, but some other form of propaganda, such as the promotion of a service or facilities which indirectly promote a service. What all these have in common is the invitation, or rather the exhortation to action, based on an affective response to a combination of signs which have produced a hidden message, as interpreted by the receiver and having a certain, predetermined effect by means of the intended reconstruction of that message. Again, any conflicts produced by inconsistencies or irregularities in the inner or outer frame in relation to expectations, as formulated by experience and convention, may result in

adverse reaction and inaccurate interpretation on the part of the target receiver. The information and impact, which could be described as the (intended) invariant of SL and TL messages, may be lost if the language signs used to construct these are not selected judiciously and in the light of awareness of what constitutes prior knowledge for the receiver of the intended message, bearing in mind the recipient's probable expectations in terms of form, situational factors and combination of meanings.⁵⁰ Thus it becomes essential for the advertisement producer to identify the basic values associated with given signs for any linguistic community, if the message is indeed to be interpreted in the way it is intended. The task is further complicated by the fact that language is frequently polysemous, and so are signs, but that this polysemy will vary in the range of associated or potential significations from one language, and one culture to another.

In this sense, it may be considered appropriate to revise the statement offered by Geertz for whom,

like other cultural knowledge systems, advertising seeks to render otherwise incomprehensible social situations meaningful, so as to make it possible to act purposively within them⁵¹

It is not contested that advertising can and often does act as a repository for stereotypical or traditional views of a system of values, which it may well seek to perpetuate, or to exploit for economic purposes, thereby automatically contributing to their perpetuation. However, a more accurate, or perhaps complementary, definition may be that advertising *relies* on a knowledge, as held by its target receivers, of cultural systems as embodied in signs (visual and linguistic), to create a socially relevant situation within which it is possible for the message interpretant (the target consumer) to give meaning to an element or component of that situation, and to react in a predeterminedly purposeful manner towards that element as defined and presented through that situation.

In conclusion, it has been stated that the product itself can become a sign, communicating cultural values, by the process of transfer of values. Semiotic concepts

have been shown to be useful tools for analysis of communication through written signs in the translation situation.

¹ Nord 1997:38

² Eco U, "Looking for a Logic of Culture", *Times Literary Supplement*, 5.10.1973 : 1149-1150

³ Ogden, Richards 1985 ARK edition: 48

⁴ Hénault 1979: 7

⁵ idem:11

⁶ Hjelmslev 1969, *Prolegomena*: 22-23

⁷ de Mauro (ed) 1987:166

⁸ idem:33

⁹ Bakhtin 1977:30

¹⁰ Pergnier 1977:41

¹¹ idem

¹² Saussure, 2e Cours:124

¹³ see Harris 1988: 23

¹⁴ Almeder, 1980:21

¹⁵ Jensen 1995:17

¹⁶ Ogden, Richards, 1985 ARK edition : 278

¹⁷ idem : 23

¹⁸ idem:30

¹⁹ Goriée 1994:119

²⁰ Peirce, essay on "Pragmatism and Pragmaticism" (1903), quoted in Goriée 1994:121

²¹ Eco 1976:68-73

²² Jensen 1995

²³ Jensen 1995

²⁴ idem : 27

²⁵ Courtés 1991: 53

²⁶ Derycke 1994

²⁷ Benveniste E, 1974, *Problèmes de linguistique générale. I.* Paris, Gallimard, quoted in Derycke 1994, 35-60

²⁸ Fairclough 1992:74

²⁹ Fairclough 1995: 128

³⁰ Jensen 1995

³¹ Harris, 1990: 22-23

³² idem:37

³³ Goriée 1994: 71

³⁴ Robinson 1991: 10-11

³⁵ Wittgenstein L(1969). *Zettel*, G Anscombe and G von Wright (eds), Oxford, Blackwell, paragraph 698. quoted in Goriée 1994:110

³⁶ Eco 1973: 1150

³⁷ Eco 1976: 8-13

³⁸ Eco, 1976:49

³⁹ idem: 66-68

⁴⁰ Schneider D, (1968), *American Kinship: A Cultural Account*, New York, Prentice Hall

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- 41 Hervey (1982: Introduction)
- 42 Almeder (1980), from whose excellent and precise discussion of the philosophy of C S Peirce were drawn those aspects of this philosophy as discussed in this chapter
- 43 Sauvageot, 1989: 9-10
- 44 Sauvageot, 1989: 101
- 45 quoted in Sauvageot 1987:8
- 46 quoted in Pollay (1983)
- 47 Solomon, Assael, "The Forest or the Trees ? A Gestalt approach to symbolic consumption", in Sebeok (1986):190
- 48 idem:192
- 49 Nöth, "Advertising: The Frame Message" idem
- 50 see Langholz-Leymore, "The Structure is the Message - the Case of Advertising", idem
- 51 Geertz. 1973, The Interpretation of Cultures, New York: Basic Books, quoted in Sebeok. 1986:448

Chapter Four: Extralinguistic Variables in the Translation Process

The performance of the translator

Thus far consideration has been given to the role of cultural concepts and associations in the creation of suitable advertising material for a defined socio-linguistic target audience, which can be identified from different perspectives, on a sliding scale: firstly from the point of view of socio-cultural origin (ie on the macro-level of nationality, similar to that of Saussure's *langue*); secondly from that of socio-economic status (the median level of sub-group, which has its own *parole*); and finally by the individual and idiosyncratic characteristics of a particular member of this group (on the micro-level of individual use of *parole*, or *idiolect*). There remain however further questions to be answered, questions not often asked by the text-giver, who is usually the product manufacturer, and sometimes not even by the copy writer, yet which are of vital importance to the professional translator wishing to be conscientious in the carrying out of his mission with regard to a particular text. They should be seen to be of vital importance to the campaign itself, but are often not uppermost in the list of preoccupations at the moment of writing advertising copy, which is where one would expect them to figure, rather than at the very much later stage of translation or adaptation of a given text for a different socio-linguistic market. These questions relate to the translator himself and to how he approaches the tasks of message transfer.

Strategies

In the context of the conclusions of Chapter Two, with regard to different approaches to translation, one of the main questions to be addressed is how to identify, verify and implement useful strategies for interlingual transfer in a translation situation, to ensure adequacy of message representation and correspondence or near-equivalence of effect and impact between ST and TT (as and where relevant) in relation to the respective target readers of each. These two criteria are, of course, determined in the main by the overriding need for adequacy to TL function as well as acceptability in terms of TL norms.

Strategies available to the translator

Identification of sub-units of the global message will assist in the construction of a mind map of the ST and thus directly influence the choices to be made during the stage of production of the TT through reformulation of the ST message. A valid paradigm for the different manners of perception of individual units of meaning, or signs, has been discussed in Chapter Three, Semiotics, through Peirce's triad of *index*, *icon* and *symbol*. A comprehensive framework for the evaluation of the structure and function

of a message (qua text), and for individual sign-function within this global unit, has also been discussed in Chapter One, Translation.

However, just as there are differing ways by which meaning can be perceived, there are also different types of procedure for transferring (perceived) intended meaning from the ST onto a mind map and thence through conceptual reformulation into the TL. Much has been said about the kinds of linguistic and cultural problems facing the translator at these different points, and the requisite competences demanded by such a situation, be they linguistic, socio-cultural or interpretive. The concept of patterns, (regular, frequent occurrences of transfer strategies in given situations for particular text functions), has been introduced and will be explored in detailed descriptive analysis of the pairs of texts constituting the corpus for this study.

The probable and potential differences in interlingual representation of an intended message have been presented, as have problems of reformulation arising from different Weltanschauungen, with the concomitant problems of the nature of potential equivalence of effect and connotative values for the construction of the advertising message in a TL.

The need for functional constancy in the advertising message must also be remembered, regardless of the different worldviews to be appealed to or language forms to be used. This has been shown to be achievable through deliberate selection of an approach designed to appeal on a more intuitive level, calling on universals of human psychology relating to particular needs which form an integral element of the human psyche: namely, once basic material and physical needs have been satisfied, to seek ever more comfortable and convenient additions to enhance the quality of life. Also, the wish to identify with and belong to a group creates the need to acquire certain identifying characteristics of that group, both in terms of material objects favoured by the group and in terms of the qualities projected by those objects on to the user or owner.

External Constraints

For the purpose of this study, the importance can be seen not only of studying the product of the translation process but of relating these decisions to the situation in which the TT was produced. The translator needs to acquire translation strategies in order to maximise his translation competence and improve his performance in terms of speed and reliability. He also needs to be able to recognise instances when the process breaks down, when previously proven strategies will not generate an adequate solution, and to be prepared to resort to fundamental principles of translation in order

to select and test different strategies. Any breakdown in this process, through recourse to a strategy (specific or general approach) which may be inappropriate to the particular translation situation, context, text function and text type, can result in an inadequate translation due to translator error.

This kind of breakdown may be one possible explanation for the occurrence of what could be described as *hybrid* texts, where the text is a composite in form or content, or both, of SL and TL elements. Hybrid texts occur for various reasons, including:¹

- * the non-existence in the TL of a given SL text type, requiring the creation of a new TL text type. This happens especially in the former Communist satellite countries such as Latvia, Poland, the Czech Republic, where the past few years have seen a proliferation of new text types and conventions, gradually changing the form of advertising from pseudo-factual (similar to that in the UK in the 1950's) to the more soft-sell, image-related approach, appealing to new desires and creating new concepts of need.

- * the desire of the SL text producer or of the translation giver to impose the SL text type on the TL user, for reasons of cultural, political or economic hegemony. This could be said to be the case of such well-known advertising campaigns as those created by, for example, the Coca Cola or Pepsi companies.

- * the desire of the TL culture to reject existing text type conventions in order to mark a new era². This is the case in Latvia, where the overriding concern is to reject everything Russian, even if this results in the uncritical adoption of Western attitudes and habits or styles of expression.

- * the desire of the translator to stimulate or change TL linguistic or stylistic norms through innovation, by the deliberate retention of SL mechanisms of style or syntax in order to introduce these new forms of expression to the TL reader and thereby expand his ability to communicate his experiences to others. For example, the introduction of certain types of pronoun into Chinese by Liu Sung's translation into Chinese of 19th century French literature, including Flaubert's *Madame Bovary* :

The skopos of Liu Sung at the time was to break Chinese free of its traditional mode by introducing relative pronouns. He wanted subtly to change the language - his translations were tremendously shocking in many ways, his purpose was not so much to acquaint the Chinese reader with Western literature as to make the Chinese language capable of expressing all these new concepts that, to his mind, it wasn't capable of doing.³

- * the language status of the Source Text producer or producers: an ST can also be a hybrid, when it is produced by non-native speakers, (or a mixture of native and non-

native speakers) using a language other than their mother tongue as a lingua franca for international communication. This could be the case with many EU documents which are the result of production by a committee and where a particular language version or versions must be agreed on as having legal force⁴

* the need to adapt a given text for a different target reader within the same language community⁵, for example to market a given product to different market segments, according to age, professional status and intended use. This is particularly relevant in the case of pharmaceutical products, which may be used for different purposes in the same culture, or be presented as having a different appeal. Seguinot (1995) describes how laxatives can be used to reach the teenage market, where they might be used to aid dieting, as well as for other age-groups suffering from digestive problems.⁶

* the lack of competence on the part of the translator in the interlingual mediation of one or all aspects of a message

It is to this latter potential cause of breakdown in communication that the process of reasoning and interpretation will be most applicable, and this is the aspect which is of interest in this discussion of factors or mechanisms available to the translator in order to maximise the potential for a successful translation.

The Text Giver And The Translation Process

However, there are factors which could be said to lie outside the immediate competence of the translator and over which he may have little control. These factors could be summed up as relating to working practices, and include the roles of the original copy writer, the source company or headquarters as primary text-giver, the translator's employer, and the local representative of the text-giver as secondary text-giver. They also include the physical environment, the appropriate equipment and sufficient time to enable the translator to achieve optimum results. The former factors are within the competence of the text-giver to improve, the latter group relate to the translator himself, if freelance, or to his employer, if agency or in-house; they will also involve the co-operation of the text-giver.

To perform his task successfully, the translator needs to ensure that, to the best of his ability, he has understood the source text and identified its intended message and impact. To do this, he requires or may require some degree of potential for contact and discussion with either the primary or the secondary text-giver, if not the text author, who can confirm his (the translator's) interpretation and explain any difficulties of a conceptual or perceptive nature. It would therefore seem logical to involve the translator at the stage of conceptualisation and formulation of the message, rather than in what is often (and short-sightedly) regarded as a mere mechanical function of

interlingual transfer and recreation of the message. Whilst multinational companies are increasingly aware of the need for local (ie national-based) research into the suitability of a concept prior to actually marketing the product, they rely on local managers to interpret results of a very limited form of market research, and this approach is best suited to products for which the advertisement proper will be the name and the accompanying slogan but a form which presents problems in terms of qualitative analysis of more extended texts with minimal or no supporting visual images.

Where a more complex image is to be portrayed and sustained through a more extensive piece of writing and/or imagery, there will be so many variables, in terms of associated ideas and implications which interact to produce an overall effect, that market research would become highly complex and any results difficult to quantify in order to evaluate. This is where it would seem sensible to include the translator at an earlier stage, since he can advise on inter-related concepts and explain how to construct a message which can work for a particular local target group; or else a group of translators working into different target languages can advise how to construct a less culture-specific, more globally acceptable form of the message, which will then lend itself more readily to individual local adaptations. Conversely, it may prove less problematic to regard the translator as the local copywriter, working from a set of information about the product (intended target group; implied or stated attributes; unique selling point - as identified for that country by market research and comparison with competitors; series of associations leading to overall effect, impact and projected lifestyle). Clearly, this would depend on the availability of a competent translator with appropriate expertise in the field of advertising, or at least with wide experience in the production of texts of this genre.

This would seem to tie in with the discussion on the subject of product constellations. According to Solomon and Assael:

meanings of many products are in part derived from their occurrence or expected occurrence with other products in the inventories of prototypical social role occupants. These are defined according to culturally-defined roles and are composed of product, brand and activity attributes.⁷

Research has shown that products are often purchased and consumed for their symbolic value as well as for their pragmatic utility - (a basic premise in research, according to Solomon, 1983).

However, these authors claim that little attention has been paid to relationships among product symbols. They claim that relationships between products, like those between signs, can be defined in terms of *substitutability*, where goods can be substitutes of each other if they can both satisfy the same need of the consumer; but also in terms of *complementarity*, if goods are consumed jointly in order to satisfy some particular need. The term "product constellation" is used to designate any such group of products.

Further comments illustrate this concept and are equally valid in terms of cultural values and connotations when they contribute together to an overall message as for product groups. Solomon states that:

in many cases no single product in isolation defines a social situation. Instead, consumers look to the total collection of cues in the environment to decode the meanings present there and to structure their behaviour accordingly .

In other words, the text receiver cannot make sense of the occurrence of the individual product (or concept) if it is not accompanied by others with which it is normally associated or if presented in a socially or categorically inappropriate context.

The introduction of the neologism, "life-style",⁸ implied that behaviour in one area could be predicted deductively, by means of knowledge of behaviours or preferences in other areas. It can be concluded that many of the symbolic meanings of products are a result of their association with social roles through their inclusion in a product constellation, just as much as the converse may be true, in that many products give rise to concepts of social roles by means of the associations created with regard to the individual product qua product and qua member of a constellation.

Solomon and Assael further discuss how it is possible to specify *a priori* which products will appear in a consumer's product constellation, by establishing the relation of these products to the social roles for which they are used. If products are valued to the extent that they add to the symbolic potency of a desired assortment, then consumers could be seen to rely on product cues to infer the lifestyles and social roles of others in their environment. The same is true of concepts and cultural associations, in that one evokes and depends on another, forming a cumulative image which relies for its impact on the overall effect created by these individual concepts through their relationship to and combination with each other. Researchers already rely on such methods of *sémiométrie* when devising a marketing strategy within a single socio-linguistic community.

Product constellations also allow researchers to provide advertisers with information on groups of products which the consumer-type would normally expect to use in order to present a particular self-image as established by consensus and consolidation of habit. Thus the product constellation could, according to Solomon and Henry be said to offer a role blueprint which would enable the copywriter to engineer the context of advertisements so that the product presented to a particular audience fits with other products expected in a product constellation . It would also then become possible to devise promotional tie-ins using products from the same constellation.

This would seem to be equally true of the translator, who can advise, at the initial stages of formulation of copy, what images are common to the target language and which would normally be used in combination or collocation with each other. The problems posed by this approach would be the need for translators living and working in the target culture to spend extended periods in collaboration with the main marketing team from company headquarters who have been allocated responsibility for the global campaign. The translator would then need to collaborate with the local representative of the company, the two complementing each other in terms of their awareness of the local cultural from the point of view of marketing and language use. Although this option would produce optimum results in terms of the success and adequacy of any translated text so produced, this may not always be economically viable or practically feasible and so there is a need for other ways in which the translator can take a more pro-active role in the process.

Cultural Appropriacy

Since the text giver is seeking a specific outcome for the impact of the advertising message, it is essential for considerations of *cultural appropriacy* to come into play during the conceptualisation and production of advertising copy.

It should be noted that advertising copy can vary in length and complexity, ranging from the single word or one-liner (which aims to sell a concept or a way of life through a single image) to the more extensive text of description, explanation and associative stimuli, which require and are developed through a series of units of information, each of which may have varying degrees of inherent explicitness and/or implicitness. Thus the need for considerations of cultural implications and acceptability of an advertising message ought to figure prominently during the process of formulation of advertising, as well as in importance to the overall message.

As previously discussed, some concepts (emotions, basic needs for survival, the existence of good and evil, right and wrong) may be considered to be universally relevant, even universal truths, regardless of the different ways in which they may be represented in different languages and socio-cultural communities. If the whole of the message is to be encapsulated into a single word or phrase, which will become synonymous with and representative of the qualities of the product and its associated life-style or self-image, then clearly any research into the cross-cultural, cross-national transferability of a product concept will have to come during the stage of formulation of that selling concept. This key word will be intended to evoke a certain level of performance and predictable outcomes of use, which the consumer may expect to hold true wherever the product or service is purchased around the world. The same may be said to be true of certain hygiene, toiletries and beauty products for men and women, where the name itself, as given to the product, will be its guarantor of performance and serve to evoke the qualities or functions attributed by implication to the product. The name, or the slogan accompanying the name, will embody the product concept.

This is particularly true in the case of multinational companies which may be attempting to reconcile traditional working-patterns, of local autonomy within each country, with the growing demands for the globalisation of a product concept and advertising, to allow for economies of scale in the production of advertising copy and standardisation of expectations across national boundaries. In a world of international travel, this idea of immediate identification of a product or service by its internationally applicable qualities is particularly important, and has already been highly developed by hotel chains (such as Meridien, Hilton, Sheraton, Holiday Inn, to name but a few) and by fast food companies, the giant of whom has to be MacDonald's; all of these have contributed to the idea of a global culture, and to the expectations of the increasingly broad-based travelling public to find familiar elements in a given situation, wherever they may be in the world. The fact that these elements may in fact have been imported from another culture (often North American) serves to illustrate the effectiveness of global marketing strategies and product concepts. In order to enable these national outlets to blend into local environments, there may also be some element of local culture incorporated into the standard decor and range of choices offered; alternatively or concomitantly, aspects of the product may developed specifically for a local market whilst retaining the internationally promoted aspects as well. Another area in which globalisation seems to work with minimal localised adoptions is that of the car market. Advertisements on television and in the press use a standard format with substitutable language-specific captions, sub-titles or voice overs (eg. Renault, Fiat). This is possible because of internationally accepted standards of performance and comfort, reliability and safety. Volvo even go so far as to issue a manual to local dealers, with

sample texts in the local language, which have to be used for any particular model or promotional offer. These model texts will have been produced at the main headquarters in Sweden, with advice from both marketing experts and native-speaker in-house translators with expertise in this field of translation. Universals (values, expectations, qualities) sell the product through the medium of the specific language.

This search for *glocalisation*, ie the local adaptation of a global campaign, would seem to be the most appropriate answer to growing pressures to cut costs by devising advertising campaigns and copy that will cross boundaries. But for this to be realistically achievable, the localisation aspect of the global campaign should not be the only point at which national cultural identity and associations come into play. These should be considered much earlier, at the point of the initial conceptualisation of the approach, so that it will, in its broadest sense, be acceptable and understandable in all countries to be targeted. Much time needs to be spent in the search for a concept which will have a similar effect on the local population to that intended by the original copy-writer.

If the advertisement is to require translation or adaptation at a local level, then the translator's role is clearly of prime importance in the success of this advertisement with regard to its target audience. Multinational companies needing translations should aim to create the optimum working environment in which furniture, hardware, software and other translator's tools are readily accessible, including electronic reference sources. Another important ingredient is that of on-the job training, as given by multinationals such as Rank Xerox or specialist translation companies such as Softtrans. Access to trained specialists in the field of the product, or technicians working on design and manufacture of the product will also be essential to the translator's understanding of how the product works, what image can be created for it and how to make it appeal to the target audience. No translator should be left to work in a vacuum without reference to manufacturers or users, without access to all reference media.

Reference sources

With regard to reference sources, a few large companies specialising in a narrow range of products (eg Rank Xerox), hold computerised terminology lists or glossaries within an MAT programme. Others, such as Softtrans, have developed the practice of liaising with the client or distributor in the target country in order to produce a standardised glossary of terms to be used in conjunction with a given product. These are updated when further material is to be produced for the same product. Softtrans also sends translators to be trained in how to use the product (usually IT products or software) in order to enhance their understanding of how the product functions and

thus facilitate the task of translation. Rank Xerox have similar product-use training for their translators, but this is organised and conducted in-house. Other companies, such as Unilever, have an unwritten policy of taking on Marketing staff from different national backgrounds, in order to benefit from their native-speaker status for linguistic and marketing advice. But these staff only undertake the translation of brief texts, and anything more complex or lengthy is entrusted to an agency for translation, where it is expected that the task will be undertaken by a native speaker.

In such cases, it would seem to be assumed that the responsibility for developing and standardising a glossary of appropriate terms will rest with the agency, and it is rare that the agency translator has extensive contact with the company which has produced the source text. Nor does there seem to be any in-house mechanism for quality control, which means that the sole arbiter of the success of the translated text in terms of quality and appropriateness for its intended function may well be, in the first instance, the agency staff; moreover, translated material may be produced on a large scale before it becomes apparent to someone in the company that there are some infelicitous or inaccurate choices in the text being promoted for public attention. It may be tempting to assume that such a lack of quality control would only be found in smaller companies, but that does not appear to be the case. Even where an individual translator has worked on a particular client's material on several different "jobs", this does not preclude the possibility that the translator does not possess the necessary detailed knowledge of either the subject field in general, or that field within the target language and culture, and that the success of the individual translation may well have been limited by and solely dependent on the quality of reference sources available, which may often have been selected by the translator rather than supplied or recommended by the translation-giver.

It is thus clear that there is a wide range of practice with regard to communication between the company and the translator; there are those who offer excellent opportunities for contact, who are supportive and informative from the initial discussion of the text to the supply of reference sources and other product information; however, there are also those whose in-put is limited to the handing over of a source text and the subsequent receipt of a translated target text, with many degrees of collaboration in between these two extremes. Yet it must be remembered that even the latter kind of client -translator relationship is still an advance on what is also common practice, namely the habit of looking for a translator amongst in-house employees, which usually turns out to be someone with a far from native-speaker competence in the language, whose ability to use even a bi-lingual dictionary will be similarly limited. Very often the main reason for such inadequate support for this

process of translation will stem from an underestimation of both the importance of the task as generative of a finished product and the complexity of the skills involved in its performance.

The Status Given To The Task Of Translation

In the real world, as opposed to the realm of the ideal, different workplace practices exist, according to the size and translation needs of the company, which can be said to have an impact on the translation strategy, or lack of one, of that company. Clear extremes or poles of behaviour occur along a continuum of practice, ranging from the in-house dedicated translation section, which works hand in hand with the technical development and support teams, to the office secretary with a GCSE in a foreign language or an employee with a dictionary.

Different translation policies:

These policies are linked, where relevant, to a text, or texts, in the corpus but not all of the sources consulted were able to provide texts which would be relevant for the purpose of this study.

1. Elida Gibb, producer of pharmaceutical and toiletries products, has a particular policy of conducting market research into the reception of different concepts, as embodied in product slogans before launching a trial campaign. Due attention is paid to national regulations governing product information to be included on or inside packaging and information given according to need and legal requirements but this does not require creative or culture-specific concept sensitivity, simply technical accuracy. Thus the aspect of translation of the product image is included in the marketing process and may be delegated to an agency or to a marketing expert who is also fluent in a target language.

2. Softrans, a company specialising in the translation of computer software, ensures that translators are trained in the use of the product, so that they are better able to select TL terms and forms of expression within the constraints of time and space imposed by the task and by the nature of the software. Translators build up repetition files using MAT to ensure uniformity of use of forms of expression and standardisation of terms to be used is agreed with a representative of the software producer in the target country, to guarantee appropriacy, acceptability and conformity to existing use in that country. The company has an in-house team of translators, complemented where necessary by translators working free-lance, who are often former members of the Softrans in-house team. Translators are recruited according to strict standards and have to submit sample work for assessment prior to interview. This is a clear example

of good practice at the multinational level combined with the concept of localisation, although the text supplied, SunExpress, does not represent a good exemplar of the application of best practices.

3. A company which claims to proceed in a similar manner is the 4-T agency, offering its translation services which are claimed to be specially tailored to the needs of the client. However, close examination of the actual style of the TL in the corpus studied (TL in English) would seem to attest to a lack of linguistic and socio-cultural competence on the part of the translator and of the agency's translation reviewer.

4. The Rolex company, manufacturers of quality watches, have adopted a more global approach, building their advertisements around famous people or types of people who use the watches (e.g. Kiri Te Kanawa), or around events at which Rolex is the official time-keeper (e.g. Wimbledon). The qualities of the watch are described both overtly and by implication, through a process of analogy with the stated qualities of the celebrity user. The same qualities recur in all the advertisements, giving a recognisable structure to the Rolex campaign, a certain predictability of style which would, in journalism, be described as a kind of reader-attraction. creating and then fulfilling reader expectations. It would appear that Rolex select their celebrity users on the basis of an international reputation, thereby avoiding costly reformulation of a particular text and message, relying in this way on successful translation of a source text into different target languages. Rolex relies therefore on the global market having a system of shared myths and values, so that target readers will recognise and wish to identify with those qualities associated with the product in the advertising message. For this to succeed, the target languages must be sufficiently in contact for the experience portrayed to be common to the different socio-linguistic cultures, and a means for expressing the concepts must already exist in these languages.

5. Some companies appear to assume that the target language market will share the expectations of the SL market, although some socio-cultural knowledge of the TL community may indicate that this may not be the case, or at least, not to such an extent as may have been assumed. The Qualcast advertisement would seem to attest to this observation, as product appeal is based on the expectations of the British user of the lawn mower, with all the underlying social connotations, which may or may not be of relevance for other target language users.

6. Other companies or organisations, with a low budget, or which give low priority to translation within their marketing strategy, prefer to "farm out" translation work to

local university students, who may or may not have any training in marketing, intercultural communication and text type awareness. Such is the case of the Clermont text.

7. Some companies, such as Eurotunnel, have a team of accredited free-lance translators who ensure standardisation of use of terminology through repetition. Quality control is undertaken by the public relations office in the country of production of the TT using native-speakers.

8. Other companies, such as Barclays Bank, may use a specialised agency for translation work but rely on company employees with a good level of competence in the language to proof-read and check translations. However, there is no pre-specified or required standard of linguistic competence. Some agencies are able to offer subject knowledge combined with marketing experience, technical writing and translation, but their services are not always affordable or even considered necessary.

9. Companies such as Twinings, on the other hand, rely entirely on recruiting employees for the marketing department who also have near-native or native competence in a target language, and much of the translation work is done by these employees. In the case of the Old Charm text translation into French is undertaken by one of the Managing Directors, who is a French native speaker, with quality control being also the responsibility of this person.

10. A further practice is to have a list of translators, who may or may not have product-specific experience and over whom there is a minimal check of linguistic competence. Product-specific knowledge (use and terminology) may accrue through practice. Such is the case of some smaller Staffordshire pottery and ceramics companies (but not Minton, who use an agency).

11. A new translation services company relies on a bank of tried and tested professional translators, each a native speaker having expertise in a given field (usually information technology in this case); translators are resident in their country of origin, translate into mother-tongue, and receive and transmit their work by fax or by electronic mail. This approach reduces overheads for the service-provider whilst ensuring high-quality work from highly-motivated staff with the relevant expertise in the subject area. Rewards are high in return for effort and motivation; professional status is taken as the norm. No texts were provided by this company.

Summary

The above examples of practice attest to the relative lack of standardisation of approach to the problem of multilingual marketing of a product. Few examples reflect sufficient awareness of all the variables (translator-related and culture-based) which can affect the production and ultimate reception of a translated text. Greater understanding of translation theory and reception theory would be a significant move towards greater harmonisation of SL and TL messages, and therefore towards the success of the advertising campaign, through awareness of these social, linguistic and psychological factors.

However, the preceding discussion also highlights the need for a form of training for translators which will reflect both the needs of the market place for professional translation and the needs of the translator in his capacity as a professional exercising skills and competences. These needs will include an element of training on the job, where learning occurs through repetition and experience. But the translator has a greater, primary need to be equipped with a sufficiently sound theoretical base to be able to rationalise his or her approach to the task of translation in general and to any given instance of that task in a particular communicative situation - this is a prerequisite for the ability to monitor and evaluate one's own performance, as well as for consistently high, reproducible standards of performance. He or she needs to be aware of what he/she does, how he/she does it and why he/she does it, as well as to bear in mind the parameters imposed by the stylistic and linguistic norms of the TL; the function of the message to be communicated; and the appropriate form (TL text type conventions) in which to present this communication to the target receiver.

¹ Schäffner C, Adab B, "Translation as Intercultural Communication - Contact as Conflict". - in: Snell-Hornby M, Jettmarova Z, Kaindl K (eds) (1996). Translation as Intercultural Communication: Selected Papers from the EST Congress - Prague 1995

² Zauberga I. "Hybrids in Intercultural Conflict". paper given at the workshop on hybrid texts, Prague EST conference (see note 1)

³ Viaggio S, participant at the workshop on hybrid texts, Prague EST conference (see note 1)

⁴ Tirkonnen Condit S, see note 1

⁵ Seguinot C, idem

⁶ Seguinot C, "Going Global". in *Current Issues in Language and Society*, 1995, C Schäffner, H Kelly Holmes (eds), vol.1, no 3, Clevedon, Multilingual Matters

⁷ Solomon M, Assael H. "The Forest Or The Trees : A Gestalt Approach To Symbolic Consumption". in Sebeok (1987)

⁸ Weber 1966, in Solomon, in Sebeok 1987

Chapter Five: A Framework for Text Analysis

I. Introduction

I.i. Empirical observation of translation phenomena

The overall objective of this study is the search for a better understanding of the nature of the processes involved in the interlingual transfer of a message, taking the specific field of advertising in order to give a framework, in terms of intended communicative function, for analysis and evaluation of transfer strategies observed through comparison of SL and TL units of meaning, in relation to intended correspondence of function (as perceived by the analyst).

Toury describes the introduction of empirical methods into Translation Studies as a "true landmark in the evolution of the discipline", stating that:

the greater contribution of experimentation lies precisely in its potential for shedding new light on the interdependency of all factors which (may) act as constraints on translation and on the effects of the interdependencies on the process, its products and the functions which any of them may have in the addressee culture and in increasing their predictive capacity¹

He maintains also that the division of pairs of texts into segments, to be compared simultaneously and not in isolated language specific units, is part of the discovery process and constitutes a step towards the formulation of explanatory hypotheses, by establishing translation relationships between the Source and Target texts on both formal and functional levels. This method allows the "gradual reconstruction of translation decisions and the constraints under which they were made".² Toury emphasises the predictive, not prescriptive, value of such analysis. Predictable strategies could often be the first useful recourse of the translator, depending on their relevance to a specific context and communicative purpose, as well as to a text type within a discourse genre. Knowledge of predictable, therefore potentially successful, translation strategies can enhance translatorial competence and optimise performance.

I.ii. The Text: A Sign Composed Of Signs

Translation Studies was the term chosen by Holmes and others to refer to the descriptive study of translation, based on a belief that there is much more in the discipline than theory and practice and that both are culture-bound. In ST-induced TT production, the source text, as a cultural entity of meaning, serves as the starting point for the production of the new, target text which also functions as a sign, in the

TLC. Supporting the view of the text as a meaningful sign or unit, Neubert and Shreve state:

the text is the central defining issue in translation. Texts and their situations define the translation process...the translation situation always determines the set of translation strategies to be used.... differences in translation processes relate to variations in the translation situation³

also,

texts are the empirical basis for the study of structured interaction⁴

Hönig (1991) describes the relevance of Holmes's map-metaphor to an understanding of the procedures and stages involved in the translation process, which also will reveal something about the translator. According to this map-model, the translator has first to create in his own mind an interpretation of the Source Text, which may correspond to a greater or lesser degree to the interpretations made by others of that same text. This is the model, or mental "map" of the text, which will form the starting point for any process of information transfer as a series of decisions about what constitutes units of meaning in the Source Text and how to express these units of meaning in the Target Text. The Target Text then assumes an analogous map-form in the mind of the translator, who endeavours to reconstitute, piece by piece, unit of meaning by unit of meaning, the field of study (the global message) within the parameters established by this mental map of how the Target Text should appear. But the translator does not only operate at the level of micro-strategies; to do would be to produce no more than a series of units of meaning; he has also to be guided by a macro-strategy, operating at the level of the text as a unit of meaning, having its own function and message, namely his overall mental pictures or "maps" of both the ST and the TT. This macro-strategy, which will be guided by the mental map of the ST decided on by the translator prior to commencement of the translation process, will govern and lend coherence to decisions at the level of micro-strategies.

I.iii. The Role of Norms

Another important factor governing selection at the level of both macro- and micro-strategies, on the level of text and that of single units or groups of units of meaning, is the concept of *norms*. Since there is a question as to the possibility of the incidence of equivalence of intended meaning and function between units of meaning, or signs, between two languages, it may prove useful to consider the question of norms (see also Chapter One, Toury), and how these play a role in the decision-making process of translation as a form of social behaviour having communicative intent.

Norms are in fact the expression of a set of expectations which, by virtue of repetition of occurrence within a given community (social, cultural, linguistic) have come to take on the characteristic of predictability, to the point at which they become the expected pattern of behaviour or framework within which a given event takes place (e.g. the giving of greetings cards for special occasions). At this stage they may still be classified as conventions, since their function is rather an expression of mutual expectation, rather than a more restrictive one of providing guidelines. However, over a period of time conventions may serve to define or set the criteria of acceptability and unacceptability characteristic of a norm, so that their function and role undergo a shift in emphasis, from predictive to normative, from existence by consensus to government of that consensus in the form of rules (e.g. conforming to the Highway Code). Just as language can apparently remain static whilst retaining its ability to adapt to new demands and situations, so too can norms, so that these latter could be said to be in a permanent state of flux, subject to new influences which will modify their scope and hence modify any outcome (usually in the form of behaviour) dependent on the respect and application of these norms.

In the specific case of advertising, this is particularly relevant, as the process of interlingual and intercultural communication for this given text type may draw on the SL to produce the TT and perhaps result in a text which does not appear to correspond entirely to the norms of the target culture B, showing evidence of conformity to the norms of the source culture A. This process of interference, or dynamic adaptation, can work in both directions, where advertisements are translated into and out of two languages in contact. Although Venuti tends, in his works, to focus mainly on the translation of literary texts, his comment that, "a translation always communicates a foreign text that is partial and altered, supplemented with features peculiar to the translating language" could also be of relevance in the translation of advertising texts⁵. In this sense, 'partial' could be seen as referring to the degree of informativity and 'altered' both to the notion of formal equivalence between ST and TT and to the concepts of adequacy to ST function and ST author's intentionality.

Norms can operate simultaneously on different levels: for the translator, one of the most important sets of norms could be said to be those governing the text type in each language, in terms of function, presentation (format, layout), information content and use of language (forms of syntax, register, semantic field, stylistic devices). The extent to which a text does or does not conform to the norms governing the text type to which it belongs, or can be assimilated, will determine the level of acceptability of that text to its target audience. The perception of acceptability as representative of a type is an essential element in the ability of the addressee to identify the message of that text

in a communicative situation, just as it forms an integral factor in the predisposition of that addressee to respond in the way intended by the text producer. There may be varying degrees of conformity to or divergence from the norms of the text type but, in the case of advertising, the ultimate aim is to ensure acceptability of the text produced, in order for the text to achieve its persuasive and informative functions,⁶ and this constraint will limit tolerance of deviation from norms.

In a broader sense, norms function at a socio-cultural level, embodying social habit through codification of actual practice, by regulation of that practice into acceptable and unacceptable behaviour, in the shape of customs, traditions, beliefs and values. These norms, and the system to which they belong, are also subject to what Hermanns describes as the "feedback loop" which ensures a continuous inflow of material from the environment and continual adjustments within the system", which in turn leads to a "dynamic equilibrium" of that system.⁷ Where there is a conflict between norms, as occurs in intercultural translation, there can be several different outcomes, evidence of which will be found in the choices made by the translator and the way in which they are incorporated into the final product, the translated text. Firstly, this conflict can lead to the production of a text corresponding exactly to the TL norms, ignoring or overcoming the conflict posed by the ST. Secondly, the ST norms can have an influence on the translator, so that the TT produced shows strong evidence of the ST (format, style, syntax, lexis, register). A third possibility is that whilst the translator may not be able to avoid some degree of interference resulting in his adopting, albeit unconsciously, some of the elements of the ST norms, the TT will correspond in the main to the TL norms for that text type. Finally, there is the possibility, especially in the world of multinational companies and the search for standardisation of advertising, that the text produced creates in fact its own set of norms, a new set of rules governing the production of a hybrid from which different elements will be recognisable to members of both cultural communities involved in the intercultural, interlingual transfer of the advertising message, even to the extent of using the same situation and context for that message, despite differing degrees of acceptability, appropriateness or even incongruity for one or more of the cultures in contact.

In advertising, intentionality relates, at one level, to the values (implied or explicitly stated) to be associated with a given product or service. If values are shared by both cultures in contact as fulfilling similar functions (positive, negative), no alteration is necessary; where there are different priorities attached to values, or where there is a non-correspondence of values, alteration is a pre-requisite for effective communication. Inappropriate reproduction or unnecessary alteration of these values

individually or as a group can result in partial loss of text function through loss of impact; however alteration of form is not necessarily problematic, whereas alteration of relevance in terms of function is to be avoided. Impact can be defined as the way in which a text can be expected to affect a specific type of target reader. For the purpose of this study, the analyst has undertaken evaluation of impact based on experience as a reader in both languages in contact. For further discussion of how the concept of impact is defined for this study, reference should be made to the glossary of terms.

These questions have to be borne in mind when undertaking any empirical analysis of texts produced within such a translation situation, although there will still be variation in the range of tolerance (the subjective element of the individual perception of what is acceptable, what constitutes norms and consequently, what constitutes any infringement of those norms) and this is also a significant factor. However, despite the existence of what might be called fuzzy boundaries to sets of norms, depending on the individual, there should be consensus within a given socio-linguistic community as to the core set of those norms, constituting the major characteristics of a given text type, and this consensus will be taken as given, for the purpose of this study and its target readers.

II. Building the Corpus

As has been demonstrated by reference to the work of eminent Translation Studies scholars, description of the procedures adopted in the translation process can not only give an insight into the individual perceptions of the translator but also offer a guide to possible strategies which would be valid in a wider range of situations and contexts; the validity of these strategies would only be verifiable through a process of trial and error, of attempted application or implementation in a range of intertextual transfers between given language pairs, in both domain specific and more generalised fields, but awareness of their existence could be a useful starting point in the selection of procedures and strategies. The uniqueness of each text in its context, situation, and information content would seem to exclude the possibility of drawing up a prescriptive list of such procedures, and so the object of this study is to draw attention to strategies which have been observed in practice and which may possibly work in other similar situations and contexts for a similar communicative function. To this end, comparison of ST and TT remains a key aspect of the methodology; it was also necessary to identify the profile of the translation situation with regard to context, communicative intent and function, translator profile and instructions given by the task initiator, where it has been possible to ascertain these, in order to see if such variables have any or great influence on the choice of translation strategy/ strategies.

In the interests of comparability and in order to permit a more in-depth analysis, it was decided to limit the languages involved to two, English and French, which could be said to be in contact to a great extent. Thus any TL anomalies of cultural reference or linguistic choice could be said to highlight more accurately the problems involved in interlingual transfer than would be the case were the two languages to be compared not to be considered to have such a breadth of communality of cultural values and historical development, as, for example, in the case of English and Arabic, or Chinese. Comparison between a fixed language pair should also allow for insights into language- pair specific problems and their potential solutions; it may also be possible to draw more generalised conclusions with regard to types of strategies, which may be demonstrated through further research to extend beyond a specific language pair to other language pairs within the same discourse and text type.

II.I. The Selection Of Texts For Analysis

Although much advertising takes place in the visual medium of photographs, posters, television and cinema, as well as, although less frequently, in the purely auditory medium of radio, it was decided to limit the study to the written text. This would include any material that could be available to the general public and that could be said to be intended to promote a product or service, whether by directing sales promotion or by a presentation of the product or service and its respective merits, thereby encompassing material which could, *stricto sensu*, be said to belong to the realm of public relations or general enhancement of awareness as well as to more overt and direct form of advertising *per se*. This extension of the parameters of selection was also necessary due to the fact that much direct-sell advertising relies on immediate impact with minimal written text and for reasons discussed below, this type of advertising would not have lent itself to analysis and comparison.

The criteria for selection of texts for inclusion in the corpus were systematically established through analysis and listing of those features without which a comprehensive study would not be possible, as well as a list of those features not expected, for similar reasons, to have any contribution or potential for analysis within the context and parameters of this study.

On this basis it was decided not to concentrate on advertising messages transmitted through the medium of images alone, as this visual form of communication will, of necessity, have to achieve a more universal impact through its inherent symbolism or iconography. In the interests of global marketing campaigns aiming at product image standardisation and the reduction of advertising costs on an international scale, these messages will have to be standardised in order to become globally acceptable. They

will thus involve a minimal likelihood of the occurrence of cross-cultural problems of interpretation, mainly as a result of initial market research, testing and feedback prior to launching the campaign. Also, because the image relies on immediacy of effect, it has to exploit to the full any universally accepted connotative or associative impact. The image will have a limited range of conceptual value - probably consisting of a single concept or range of linked concepts within the same field, promoting a particular self-image and lifestyle in a rather simplistic manner.

Another reason for not selecting messages conveyed by images alone is because one of the particular interests motivating this study is the possible existence and form of (written) text-based strategies employed in the transfer of a message. Whilst it is accepted that images often suggest, enhance and reinforce the imagery of associations created by a text, in such cases there still tends to be a similar problem as with images alone, in that the text may well be seen as a secondary medium of communication, with the main message being conveyed by the immediacy of the image. This therefore led to the choice of examples where the written text can be seen to be the primary medium of communication, both by the nature of the product or service being advertised and by the relative absence of images, or their lesser importance as a proportion of the physical lay-out of the whole advertisement and hence of the creation of the message.

A further factor was the length of the text: for many of the same reasons as for the decision not to include images, it was decided not to include messages consisting of one-word or single units of meaning (e.g. Nike slogan - "Just do it"). In such cases the concept or concepts will have been subjected to careful market research in order to ensure global appeal and acceptability as well as intercultural acceptability within the same frame of interpretation. The translator, or at least someone having knowledge of L1 and L2 and their respective cultures, will probably have been involved in the initial stage of conception of the product name or key word, so there is not the same involvement of the translator qua mediator of a given SL message.

In order to allow identification of strategies, there would need to be, within the message, a series or sequence of sentences which can be considered individually as separate units, or groups of units, of meaning, as well as being considered within the global unit of the text and its overall message and impact. A minimum of 10 sentences seemed to be appropriate for this purpose.

It was also necessary to take into account consideration of text type and the norms relating to this: the above criteria naturally place restrictions on the type of

advertising text which could be expected to correspond to such requirements. It was expected, and subsequently proved to be the case, that this would exclude all FMCG (fast moving consumer goods) where the consumer is not expecting to have to enter into lengthy deliberations about the merits of various products of a similar kind, given the transient nature of their usefulness to the consumer. Sales of this category of goods depend on immediacy of impact, on the creation of an image or of product-related values through the use of a concise, highly suggestive single word or single unit of meaning and will thus offer little scope for analysis. This kind of advertising is likely to be produced by marketing experts in the target language country, with no involvement of translators. For example, Unilever have a general policy of appointing marketing experts from different linguistic and cultural backgrounds, so that for brief messages they can act as advisors in both capacities, whereas for more lengthy texts the policy would be to entrust the translation or creation of parallel texts to native speaker experts in the translation of such text types between the pairs of languages involved, usually through the intermediary of a specialised agency. Products which would require more lengthy consideration of criteria for use, differentiating merits and relative correspondence to need and self-image would therefore be expected to include anything which would necessitate considerable financial expenditure and may well be expected to be of more lasting use to the purchaser. The generic term product can thus be seen to cover amongst other things luxury items (this implies anything not considered essential for the satisfaction of basic human needs for food, clothing, shelter and warmth); high technology equipment; leisure activities such as holidays; and financial services.

Having considered all the above factors prior to making enquiries and following up potential sources for text, it was concluded that such texts would be produced by multinational companies having a not inconsiderable role in various national markets. Most of such companies could be expected to have a head office in the country of origin together with subsidiary head offices and branches in each country of their commercial activity. Initially it was hoped that the trend towards the globalisation of marketing campaigns would have led to a situation in which a central marketing department would produce a globally appropriate advertising copy, following due market research in each target country and backed up by consultation with a native speaker for each country, in order to ensure successful reception and comprehension of all aspects of the intended message, both connotative and denotative, in all countries. It was hoped that this globally acceptable copy would then be referred to an in-house, centrally located translation department for translation into all necessary target languages, and that these translations would then be submitted to another native

speaker, with marketing experience in the target country and near-native competence in the Source Language, to allow a thorough quality control of the accuracy of the transfer of the intended message, in both denotative and connotative content, as well as of the appropriacy of the text produced in the target language for its intended purpose, context, and target addressee.

This proved not to be the case. A search was undertaken of magazines and other publications having an international distribution and established market in both of the countries in question (England and France) as well as a search of the quality national press in each country. Advertisements by companies and for products or services seeming to fulfil the required criteria were copied, and where the companies' addresses were not given, these were found by consulting directories or by the simple expedient of obtaining the telephone number for the UK and calling the company direct to ask for a contact name and an address to which to write. A standard letter was sent out to the head office of each company, in either English or French, explaining the nature of the research and the kind of material required.

This form of enquiry was pursued over an extended period, with very little response. It became clear that this was due to a generalised lack of central co-ordination or even an absolute lack of translation as a means of interlingual transfer of the advertising message. Where translation did take place, (see previous chapter for some examples of practices), it was generally found to be undertaken at local (national) level, by the head office in the target country, with no reference to the mother company or the source of the text production, and therefore no centralised means of quality control. Hence also a lack of availability pairs of texts in the two languages, and a haphazard collection of texts relating to different products by the same company, which would not permit comparison or analysis according to the paradigms of the intended study.

At this point it was decided to write to the respective head offices in each country, stating or enclosing a copy of a particular advertisement in one language and asking for a similar or parallel copy in the second language. This too proved difficult, as each head office did not seem to collect and store previous advertisements, or to know how to access these, and the time lapse between the production of the advertisement and the request for copy also meant unavailability of a parallel text. It also became clear that whilst companies might rely on in-house human resources for the translation of brief texts (usually native speaker personnel from the Marketing Department), in cases of more lengthy text the task of translation would be entrusted to an outsider, whether free-lance or from an agency. Again, this posed great problems in terms of accessibility of copy, and even with the consent of the companies concerned, agencies

proved reluctant to be of any assistance in providing either insight into working practices or actual copy of specific texts. In a very few cases people were helpful and actually sent material which could be used for the purpose intended.

The next step was to try to establish personal contact with someone in a multinational company who might be able to help, rather than relying on a response to a letter, so again the telephone numbers were obtained and the companies telephoned. Very often it proved difficult to establish who might be able to help, and even when someone professed to be in a position to find out information and pass this on, this was rarely translated into any follow-up, and attempts to re-contact this person were often unsuccessful.

However, in spite of such difficulties, which clearly illustrate part of the problem of inadequate or inappropriate translation of advertising material, due to lack of centralised co-ordination and quality control, some companies are aware of these pitfalls and have gone some way towards overcoming them. These are the companies from whom it was possible to obtain suitable texts and even, in some cases, to discuss with someone the process of commissioning a translation, at least from the point of view of the mandate given to the translator and the reference sources available to him or her. It was also possible to consult directly with the translator in a few cases, but this consultation was limited to either in-house translators, hence those working for companies with a sophisticated approach to this important aspect of international promotion of their product, or else to the individual free-lance translator, who may well not benefit from much guidance from the translation-giver in terms of target market or quality control. It would seem that, very frequently, once the market research has been done in the country of origin of the product or advertising text, no further in-put (relating to cultural appropriateness, acceptability and impact) may be considered until the copy has been translated and tested in the target market.

As has been stated earlier, there is as yet no real quantifiable means of establishing a direct link between skilful advertising copy and increased sales. It would not, however, seem difficult to establish the fact that a less than professional, or inappropriate translation will not read well in the target language, and that for most people, the inability to produce a text which reads as if it had been written in their native language would, firstly, diminish the potential acceptability of that text as a credible example of writing within the norms of the text type; furthermore, this relative non-conformity, by detracting from the acceptability of the text, will not tend to create a very positive impression of the probable efficiency or professionalism of the company in whose name or for whose product this text is being produced.

Having considered externally determined variables which can affect the production of a translation, there still remains the question of those factors which are dependent on the competence of the translator, as a result of his familiarity with the language and its associated culture, at or near to the level of a native speaker. If accuracy of information content is taken as given, and taking into account the possible lack of access to appropriate sources of factual or terminological reference, it should be reasonable to expect that any inconsistencies or errors in the production of appropriate and accurate use of the target language, to create the same effect as that created by the source text, will of necessity have their origin in the translator's competence in the target language and the strategies adopted by him in order to effect the transfer of information, global message and impact of the source text into a target text. Thus, a study of the differences in perceived meaning and impact between two texts purporting to mediate the same message and create the same impact, should give an insight into the approach adopted by the translator, and perhaps also facilitate the formulation of one or more hypotheses regarding the reasons for the success, or lack of success, of these strategies.

III. Effective Communication

Shannon and Weaver (1964) describe three levels of communication problems, since the identification and solution of problems constitutes the underlying task of the translation process. Although Shannon and Weaver's discussion of communication was intended to cover a wider domain, including the mechanical means of transmission of communication, their categories also hold true for the specific field of interlingual communication. These categories are as follows⁸:

- i) "the technical problem - how accurately can the symbols of communication be transmitted?" In their case, this refers to the transference of a set of symbols by means of some kind of system, whether in written, telegraphic, televised or auditory form. For the purpose of translation, what is of relevance is the written form, the graphical representation of symbols and signs.
- ii) "the semantic problem - how precisely do the transmitted symbols convey the desired meaning?": this calls into question the translator's interpretation of the various units of meaning of the ST and their expression in the graphic and semantic units of the TL.

Shannon and Weaver also state that it is never possible to receive more information than that which is sent, only the same or less⁹. This may be true in the physical world of transmission via a mechanical medium, but not necessarily so where language is the medium of transmission, since, as has been discussed, terms which can be considered

near-synonyms from L1 to L2 may differ in the range of aspects of meaning included in each, so that an L2 term which adequately represents the L1 term intended signification may also carry an extra potential meaning not available to that L1 term. This may represent an additional potential meaning which may well not intrude on the global message of the text, but may sometimes detract from its overall coherence by constituting a factor of distraction from the primary message while the addressee tests out the relevance or irrelevance of this meaning to the message before incorporating or discarding it.

iii) "the effectiveness problem - how effectively does the received meaning affect conduct in the desired way ?" In other words, does the TT have the same, or very similar function as the ST, and is the response of the TT reader likely to lead to similar behaviour in this reader as would have been expected on the part of the ST reader. In the case of advertising, it would not be likely that Shannon and Weaver's proviso that some forms of communication may not be expected to have any such effect, since effect, in the form of behaviour or action, is the prime objective of this particular form of communication.

Iv. Approach To Text Analysis

Given the importance of the situation in the analysis of the strategies adopted in the translation of a source text with the goal of creation of a target text, and also in view of the stated aims of this study, it would seem more relevant to adopt a broadly qualitative approach to text analysis and identification of strategies through description of translation phenomena. The quantitative approach of undertaking frequency counts through establishing a concordance based on searches of the entire corpus would not seem to be useful, since the corpus is of a restricted number of texts, each belonging to an even more limited sub-group according to type of product or service, and another sub-group according to translation situation and translator profile. A quantitative approach would not allow the taking into account the particular factors of each situation and would not therefore produce reliable information as to the commonality, similarities or differences of conditions of occurrence which are essential any generalised conclusions are to be drawn from the data obtained. All attempts to quantify frequency of use of particular strategies are to be taken as indicative of a potentially generalisable trend, given the restricted size of the corpus; the generalisability of these strategies could only be taken as reliable if further studies in different text types, within the same and/ or different discourse genres, and/or language pairs, were to generate similar results.

Following the discussion and evaluation of different approaches to translation in Chapter One, together with the consideration of the function of the advertising text, Chapter Two, and the role of sign function within the interpretation of meaning, Chapter Three, it would appear reasonable to formulate the hypothesis that in order to achieve optimum functional adequacy within the target culture for the TT, an overall approach to the translation of advertising should fall within the broad outlines of the functional/ skopos theory of translation, prioritising TL text function and TL reader needs, based on norms and expectations for the given text type within its discourse genre. However, it is equally to be expected that translation will take place in a linear fashion, mainly dealing with individual units of meaning in order of appearance within the text, albeit with a looping feedback mechanism to ensure coherence and cohesion. The criteria proposed by the textlinguistic approach are therefore of relevance in assessing the relevance of individual choices at the level of units of meaning within the global text function. Further, the purpose of this study is to identify and describe actual strategies for translation and cross-cultural transfer of meaning, so that it will be necessary to name and list actual strategy types as well. It is at this level that it will be demonstrated that awareness of sign-function, within the parameters of Peirce, would be a useful complementary tool in the analysis of SL meaning and choice of appropriate TL sign.

For the purpose of comparative and contrastive ST/ TT analysis, on the macro-level of text as sign, an attempt has been made to identify the dominant approach to the task of translation, whether linguistic, discourse analysis, textlinguistic or functional, or a combination of one or more of these. This will be achieved through consideration of text function in SL and TL cultures, due account being taken of the underlying myths (popular beliefs about how aspects of life can be defined, which organise and structure contemporary life - see glossary for a more detailed definition) and values (concepts of what is good, desirable or not good, undesirable) which form the basis for the construction of the overall impact. In order to assess the extent to which a particular approach may or may not have been adopted with regard to overall and individual strategies, analysis will include identification, at the level of the micro-unit, of specific transfer strategies in the given translation situation. These will be described in terms of the types of transfer strategy proposed by Vinay and Darbelnet, also Newmark and adapted by Chesterman¹⁰; note will also be made of the nature of the strategy in terms of intercultural or interlingual correspondence of form or function, so that particular attention can be paid to strategies where it would appear that the translator has moved from "automatic pilot" or transfer strategies based on established patterns of correspondence of linguistic or cultural sign, to strategies which necessitate a degree of adaptation, substitution, implicature or explication, as described in Grice's

Principle of Co-operation, more specifically in his maxim of Quantity,¹¹ in order to preserve both informative content and unit function within the overall message. hence making demands on translatorial competence.

In the professional translation environment, the overall approach adopted will depend on the experience and competence of the translator as much on the instructions given to the translator with regard to ST/TT relationship and it should be possible, by means of the detailed approach to text analysis as described above, to ascertain whether this relationship was intended to be broadly functional, strictly formal or at different points along the spectrum between the two, depending on the individual translator, the particular situation and the text itself.

IV.I. Neubert's Models Of Text Analysis

The approach adopted in the critical evaluation of the pairs of texts included in this study would seem to incorporate aspects of several of the models as described by Neubert and which also form the basis for different approaches to translation as discussed in Chapter One. In accordance with his *critical* model, the object of analysis is concerned with the finished translation (product), giving rise to an objective and evaluative commentary and making a comparative study of this product with the starting point, the source text. The focus on intertextuality in the TL is an integral element of this process, as it is the fact of conformity to (often unwritten) conventions relating to a text-type, or text-prototype, which enables the text receiver to identify the communicative function of the text and gain access to that function and its message with minimal interpretive effort (c.f. principle of relevance). Members of a social community learn by exposure to different texts of the same type what the conventions for that type are, so that all texts claiming to belong to a given type have to exhibit those prototypical features deemed essential in order to qualify for inclusion in that group or type. These features will give the text a characteristic profile, and will include appearance and lay-out as well as other factors already described.

From Neubert's *practical* model, the goal of reaching an understanding of the target text through a study of the behaviour and strategies adopted is present in the methodology of this study and aims to determine the transfer mechanisms or processes involved.

Similarly, the description of the linguistic mechanisms involved in the interlingual transfer could be said to relate to the *linguistic* model described by Neubert and Shreve, where due account is taken of the way in which SL signs are replaced by TL signs, often without reference to extralinguistic factors, based mainly on a comparison

of the linguistic systems of the two languages (c.f. also Vinay, Darbelnet). Thus there is reference to knowledge held by the translator about rule-governed similarities and differences between SL and TL and his awareness of compensatory strategies to overcome differences in the two systems based on this contrastive knowledge. The criterion of TL acceptability is important here.

The concept of differences being highlighted through contrast also operates at a textual level, above and beyond the specific choices relating to linguistic correspondences or differences. At this level, similar to Neubert and Shreve's *text-linguistic* model, pragmatic decisions have to be taken in order to produce a text which will be acceptable to TL textual conventions for that text-type and that communicative function. These decisions will include strategies such as expansion or deletion, or reconfiguration of sentences, in such a way as to preserve the global meaning and function of the text in question so that the communicative value of the text is preserved. Coherence, cohesion, acceptability at text level, are all user-oriented criteria of relevance here.

None of the above, however, takes into account those factors described in Neubert and Shreve's *sociocultural* model, in which it is stressed that all interlingual translation is an act of cross-cultural communication, with the source text being an example of a product of a given culture in a unique context. Although this statement of uniqueness could be seen as confirmation of the impossibility of translation, Neubert and Shreve assert that whilst the concept of total translation equivalence may be illusory precisely because of the culture and context-dependent nature of a text, translation is still possible if the aim is that of communicative and informative equivalence, so that the product of translation, the target text, becomes a kind of hybrid of both ST and TL. It is accepted that this hybrid may well not achieve exactly the same effect on the TL reader as did the ST on the SL reader, but that the translator should aim for as close as possible a correspondence, or equivalence, of communicative effect. Hence the importance of assessing the text according to its degree of attainment of that goal, based on the creation of cultural and contextual factors in the TT which will stimulate the desired effect on the TL reader. Situationality and informativity are linked here with authorial intentionality, although for the advertising text the latter criterion may be assumed to be constant and may be subsumed under conventions of text typology.

One further useful method, suggested by Neubert and Shreve in their *psycholinguistic* model, is the recourse to think aloud protocols which relate and describe the thought-processes of the translator during the translation process. This method usually involves

asking the translator to verbalise mental processes at the moment of translation. Building on this approach, it should be possible for retrospective speculation to be undertaken through analysis of the TT, based on description of actual choices, in order to postulate what might have been the reasons for these choices. This can be used as a complementary mechanism to the factual observation of semantic, stylistic and systemic correspondences and compensations. As the translation process, for all its attempts to remain objective, is nevertheless subject to the individual interpretation of the translator based on his knowledge and idiolect in both SL and TL, so each product or finished target text will be subject not only to those variables of linguistic, textual and cultural nature, but also to variables in the immediate environment of the translator, as described in Chapter Four. A written approach, by the analyst, to "Talking through" choices as observed in the TT by comparison with the ST should permit identification of generalised processes used in given contexts and situations, as opposed to decisions based on translator-specific factors.

These choices are implemented through procedures, and are the result of translatorial knowledge, competence and experience: knowledge of and a high degree of competence in the ST language system, SLC cultural background and social context; similar knowledge and competence relating to the TT; experience of similar text-types in the SL, in order to be able to identify the type and assess its communicative function and potential intended impact; and experience of other texts having similar function and impact in the TL, in order to be aware of and reproduce textual and linguistic conventions leading to a comparable effect through the transmission of the overall, global message of the ST. It is the task of the translator to identify the gaps in knowledge and competence (factual, cultural, social, linguistic) between ST and TT text-receiver and to find ways of compensating for these.

IV.ii. Description And Categorisation Of Strategies

Experience in both text analysis and the teaching of translation has shown that inaccuracies of message transfer (what Baker calls *propositional* meaning) in translation whilst common, are not always the most problematic. Inappropriate TL choices at the level of text typological conventions and standards of textuality are just as likely to result in inadequate (text) functional equivalence between ST and TT. Such choices tend to be the result of inappropriate strategies based on an inappropriate overall approach, so that a particular translation problem has been dealt with without reference to text function or function of the unit within the immediate context or the text. The term *problem* is used, within the context of this analysis, to refer to any unit of meaning or text segment in the ST which could be expected to require conscious or sub-conscious implementation of a translation procedure, where

there is no direct or formal correspondence at the level of language, cultural or functional unit: ie a wholly or partly intuitive process due to internalisation of transfer procedures through practice, thus calling upon the intra- and inter-linguistic competence of the translator.

These processes include but also go beyond a simple automatic response in the reformulation of a message; this automatic process has been likened by many to that of automatic encoding, resembling the transfer of dictionary equivalents. The term *problem* thus relates to what Hönig describes as *translation competence*, relating to acquired, strategic, competence, in order to differentiate this from the innate, intuitive ability to reformulate meaning through the use of units belonging to another language system; this latter competence is described by Hönig as *transfer competence*.¹² Examples of strategies adopted could be said to illustrate or point to the first type of competence; anything not readily identifiable as belonging to this category could be expected to stem from the second type of competence. It is by means of transfer competence that the translator demonstrates expertise in translation which goes above and beyond mere language competence. This transfer competence is an essential skill for effective intercultural communication in advertising.

V. In favour of an Eclectic and Interdisciplinary Approach to the Translation of Advertising

A brief review of the different approaches to translation described in Chapter One will serve to underline the complementarity of these approaches; fundamental principles drawn from different approaches, which contribute to an overall approach to evaluation of the target texts in this corpus, are listed at the end of Chapter One and from this, an overview can be developed of which aspects of translation theory can be applied in the successful production of an effective text in its intended communicative function in relation to target reader profile and needs.

V.i. The Linguistic Approach

Through concentration on correspondence between SL and TL linguistic units, the roles of concept, communicative function and addressee needs are ignored. This may, however, turn out to be a possible strategy in the case of clearly identified correspondences which result from intrasystemic function regardless of context. Identification of such correspondences usually occurs at the level of language acquisition, when students learn that *x* in French (almost always) corresponds to *y* in English, for example: *je suis en France depuis 10 mois* - *I have been in France for 10 months*. The TL systemic rules require a change in verb tense, also a different

temporal adverb; however, with the same syntactic construction but substituting, *depuis le mois de février*, would give, *since February*, following TL conventions for reference to a. time during which and b. time since when, both of which can be accounted for in French by *depuis*. It is both useful and necessary to know such generalised instances of correspondence of language units, in order to save time and increase speed of output. This approach will not always be applicable or relevant to the process of decision-making where it is possible or necessary to make a selection amongst different potentially relevant alternative forms of a unit of meaning.

Vii. Discourse Analysis

Looking at how the use of certain language forms and stylistic norms allows the reader immediately to recognise both the discourse genre and the intended text function will remind the translator to respect these norms and conventions. It will also furnish the translator with initial choices of forms of expression to use in order to create certain effects on the addressee, thus ensuring acceptability and appropriacy at the level of specific language functions through signs or groups of signs. This will not, in itself, necessarily take into account the global shape and form of the text as representative of a discourse type.

V.iii. The Textlinguistic Approach

Given that language is a system consisting of subsystems of patterns and of relationships between these patterns, it would not be unreasonable to expect that whilst the number of potential utterances may be infinite, the number of patterns governing the production of these utterances will not be equally infinite. For a system to function and be accessible to a broad base of users, it has by definition to possess identifiable characteristics, which will not be so numerous as to preclude ease of use. For the purpose of this study, these potential types of pattern of use, and therefore of potential strategies for interlinguistic transfer of a message, need to be quantified into a manageable number of broad categories, grouping under these categories subsystems of patterns of similar nature, however fuzzy the boundaries of those similarities. The category types chosen represent the widest possible groupings in terms of metalanguage. Whilst these categories are by no means to be taken as fixed or exhaustive in nature or scope, they do provide an adequate starting point from which to assess the success of a text as an extract of written target language within the intended genre and bearing in mind the intended target addressee, even without more detailed reference to the target user profile as established by market research. Analysis of the texts forming the corpus was thus undertaken in the initial stages using these categories as a basis for identification of inconsistencies, whilst bearing in mind the

possibility of other potential explanations suggesting themselves in instances where these categories might not be found to obtain.

V.iv. The Functional Approach (skopos theory and theory of translatorial action)

As stated previously, the main purpose of advertising is to create a certain impact on the addressee through the careful construction of the advertising message. The translator of advertising should, but may not, always have clear information about the intended target text function and the target language addressee. The knowledge of precisely how the text is intended to affect the individual reader in his dynamic interpretation of the message, through consideration of the range of potential immediate interpretants and skilful choice of context and co-text to point towards the desired choice of interpretant from this range, is fundamental to text construction in the SL and also to choices of TL units of meaning when transferring the message into the TL and the TLC. This approach allows the translator to make adaptations (syntax, lexis, style, cultural references, punctuation, lay-out, myths, values) of the SL message, context and co-text in order to preserve the TT function, global message and impact. This approach may result in a TT which is more of a parallel text, with few resemblances to the Source Text, than a direct translation, where individual ST units of meaning find a recognisable functional or formal correspondence in the TT, this former approach requiring a high level of translator competence in Source and Target languages and cultures, also of transfer competence between the two. Translatorial competence must be recognised, has to result from training in theory as much as from experience and should be respected in the translation situation.

V.v. The Intercultural Approach

The awareness of the role of cultural norms, frames of reference and segmentation of experience and reality will assist the translator in his adaptation of the SL message to a form which uses frames of reference known and familiar to the target addressee. Again, this approach justifies shifts in associated values, use of language and context, in order to construct the most effective TL message. Again, the freedom available to the translator who adopts this method may well result in a text which does not, at first glance, appear to be a "translation" in the traditional sense as may be expected by the client, but should ensure optimum communicative efficacy.

V.vi. Sign Interpretation as a Complementary Approach

In the case of individual signs or sign groups comprising a unit of meaning, it may sometimes be useful for the translator to consider how the individual sign functions within its immediate context or within the global message. At this level, it is not

always possible to adopt as the criterion for selection and evaluation of choices one of the strategy types proposed by Vinay Darbelnet and elaborated by Newmark. This is where Peirce's triad of sign function can assist the translator in accessing SL meaning and selecting an appropriate TL form which will preserve sign-function at the micro-level, thereby contributing to the overall function and impact of the individual unit and of the text qua sign, as a composite of individual units.

V.Vii. Other Complementary Approaches At The Level Of Text-Segments

Recourse to paraphrase is a useful tool at the level of the text-segment, in order to find out, through consideration of different variations of form and style, which TL unit or combination of units will best preserve the underlying essence of the message, within the framework of the criteria of relevance to the message, textual construction (Neubert), features of the discourse genre and overall text function. Paraphrase can also test out whether sign function (Peirce) can be recreated in the TL and the essence of the message still preserved.

In summary, it can be seen that the translator who wishes to produce a target text having maximum communicative efficacy and efficiency, also adequacy to both SL message and TL function, would need to be aware of the different approaches listed above when producing the TT.

It is suggested that the overall framework should be one based on a primarily functional approach and that, within the parameters laid down by this approach for decision-making at the level of transfer of the micro-unit of meaning, concepts and criteria from other overall approaches to translation may assist in the evaluation and selection from different alternative translation choices. Each of these approaches has contributed further insights into the process of translation, but each approach could also be said to co-exist with the others, so that an appreciation of the principal tenets of each of these could give a broader and more comprehensive insight into the overall process as a composite of multifaceted translation activities, at different levels of representation of meaning in both SL and TL texts as (complete and coherent) composites of individual units of meaning. Critics of the functional approach sometimes imply that this is incompatible with concepts from other approaches, whereas in fact these other approaches offer guidelines at the level of the micro-unit, but within a functional global framework for target text production.

Through the adoption of an eclectic approach to translation which extends this view of the functional approach, transfer strategies can be developed, based on experience gained in the application of this eclectic approach, and subsequently tested for

reliability and reproducibility in different contexts. Nida's comment that the translator should, "Never trust someone who has a single theory of translation",¹³ would appear excellent advice, particularly in the translation of advertising texts, where there are so many variables to take into account in order to achieve optimum communicative effect. Certain key concepts or principles would appear common to many of these approaches and can also be of relevance in the analysis and interpretation of translated advertising texts. Descriptive analysis of translated texts, as advocated by Toury, can assist in the identification of more or less successful strategies in the production of an effective and functional target text within the target culture. These strategies could be described as responding to primary constraints on the translator during the process of TT production, namely; intended target text function within the TLC; target reader needs for successful TT function; the importance to TT function of ST informative content and ST authorial intention. These could also be described in terms of the dialectic between ST adequacy and TT functionality, or between ST adequacy and TL acceptability, one which must be resolved through translatorial competence as expert intercultural communicator.

Vi. The Evaluation Of Advertising Texts

Analysis of strategies and decisions through contrastive text analysis can facilitate evaluation of more or less successful choices and assist in the overall evaluation of a translated text. In order to reconstruct translation decisions with a view to evaluating observed phenomena of translation activity in performance, it is clearly necessary to adopt a theoretical framework which can provide criteria which could potentially be extended beyond language-pair or text type specific use and be shown to be more widely applicable to different translated texts across different languages and cultures.

In contrast to the more traditional linguistic approach, for most modern translation scholars translation is both target user-oriented and ST-based. According to Levy (1967),¹⁴ translation is a goal-oriented activity, the goal being functional adequacy in the TL culture. It has also been stated by many scholars that translation is a problem-solving activity, finding TL solutions to "problems" posed by ST units at the level of cultural or linguistic differences in form and referential or conceptual scope. In 1991,¹⁵ Hönig asserted that "we need to teach micro-strategies within a translation macrostrategy" and that "it is safe to assume that problem-solving strategies are an integral part of any translation task and it therefore follows that innate translation competence (if this exists) can be supplemented by strategic competence in order to create an overall strategic competence". He adds a proviso, quoting from Kiraly 1990,¹⁶ to the effect that, "strategies do not solve problems; they are merely plans that can be implemented" (for this purpose). In the translation of advertising texts, the

process of TT production is usually based on an ST; it could be argued that the fact of being a translation will depend on the degree to which the TT resembles the ST in layout, content and function. This can range from an obviously translated text, where the ST is used to generate a TT through strategies applied at the level of individual text segments or micro-units, to TT production based on ST function and information content only, without comparison being possible at the level of individual units. Whatever the nature of the ST/ TT relationship, the product is generated according to a pre-determined translation strategy and can be assessed within the framework of that strategy at both macro- and micro-level. The prime concern of any translation strategy in the domain of advertising texts has, by virtue of the primary function of the advertising text, to involve the concept of adequacy to TL function and TL user needs. Description of strategies from examples of performance (ie from a translated text) and inference from this description to the presumed overall approach adopted can assist in the understanding of how text function is achieved in the TLC. Evaluation of the probable impact of translated advertising texts on the TL addressee can then be conducted within the perspective of effective communication through functional adequacy.

In the interaction between the ST, the translator as ST reader, the translator as TT producer, the TT and the intended TL reader, this study proposes that a translator wishing to produce a functionally appropriate TT would need to bear in mind certain criteria, listed below, when selecting from available translation strategies for a given translation task. A translation-oriented ST analysis (as proposed by Nord), and the comparison of ST and TT at the level of text-segments (proposed by Toury), should contribute to the translator's ability to give optimal consideration of these criteria during the process of TT production. However, focus on text-segments at the micro-level without reference to context of production, intended TT function and TL user needs would result in an approach which takes the ST as the basis for TL unit selection and could conceivably generate a TT which, by virtue of its relationship of formal rather than functional resemblance to the ST, does not encourage TL reader access to, and recognition of, either of informative content or desired functional effect.

It is therefore proposed that the overall approach to be adopted in this study should be one which, through comparative analysis of ST/ TT text segments, attempts to determine both the type and the general nature of the strategies adopted by the translator of each text and to seek to identify whether the criteria for TT evaluation listed below could be said to form part of the translator's macro and micro-level strategy for each text. Analysis of text segments would involve comparison of units of meaning at the level of linguistic function; also at the level of standards of textuality as

defined by Neubert and of function within the wider, designated function of the TT within the TLC.

A detailed description of the TT in these terms could generate a framework within which to evaluate the functional success of the TT in the target culture and to identify potentially successful and/ or undesirable strategies. This may, in turn, inform ST production of advertising texts with a view to facilitating the task of the translator, in cases where the overall marketing strategy calls for a translation of the ST rather than the production of parallel texts based on specific product information and locally adapted to meet TLC conventions. It has to be accepted that in the field of advertising translation is often seen as cost-effective in the short-term (rather than the generation of a new ST in different target cultures), and may be the preferred method of intercultural text production for this reason. This is why it is necessary to optimise both ST and TT production, to ensure maximum functional effect of the TT.

It is not possible to state whether target text function or target user needs take precedence one over the other. However, chronologically speaking, target text function will determine to a great extent target user needs, so this is the order in which these will be discussed.

VI. i. Target Text Function In Target Culture: (this also relates to TL user needs)

It is generally, but not always, possible in the field of advertising, to assume overall functional constancy between ST and TT, the exception being cases where products may be licensed for different purposes in different cultures. In order for functional constancy to be achieved, certain criteria will need careful consideration.

a. TL Text-typological conventions: intertextuality (form plus context)

Text typological conventions, whilst differing from one culture to another, have a similar role, namely that of ensuring that the target reader is able to recognise the intended text type and therefore be predisposed to make the appropriate interpretive effort (co-operative principle) in order to access a message from a communicative event.

Under this heading the translator will need to consider questions relating to typography and font, lay-out, use of space on the page; also language-specific conventions - syntactical forms, use of certain lexical fields, tone, form of address. But text typological conventions are formed by comparison with other texts having a similar function, so the translator will need to be aware of how other texts of the same type achieve functional adequacy. Reference to other texts of the same type may also involve some assumptions of knowledge of these as part of the interpretation process

for a given text; one text may include reference to, or parody, another message, story-line, slogan or other feature. Reference may also be made to other texts within the wider polysystem of texts existant within a language culture, so that a quote from Shakespeare may be the slogan for a new product. Assumptions of contextual knowledge on the part of the ST user have to be accounted for, perhaps compensated for, in TT production, to maintain a similar level of impact.

b. Target Text structure: conceptual coherence

The structure of the text will determine its level of coherence, but conventions for conceptual organisation and presentation of information may vary from one socio-linguistic culture to another. The translator will be aware of the need to produce a TT whose coherence assists rather than obstructs interpretation of the message. His knowledge of SL conventions for achieving coherence will enable him to determine conceptual relationships and recreate these in the appropriate manner in the TL.

c. Target Text structure: linguistic cohesion

Similarly, mechanisms for linguistic cohesion need to be identified in the ST, so that decisions can be taken as to whether these will be appropriate for the TT or whether it will be necessary to substitute TLC specific mechanisms to achieve the desired textual cohesion at the level of language and style.

VI.Ii. Target Reader Needs:

a.Context:

Many approaches have in common the need for awareness of the cognitive environment of the addressee, since this will form a fundamental element of his interpretive capacity, shaping and to some extent restricting his ability to access new information through that which is already known. As described by Radden, “people reason on the basis of their experience of the world”. This experience plays a significant role in shaping perceived meaning, with conceptual metaphors structuring how experience is defined and articulated to others within a particular context.¹⁷ These conceptual metaphors and the contextual parameters generating them may constrain the transferability between cultures of a particular form of experience.

Assumptions about contextual knowledge have to be made on the basis of each communicative event, taking into account wherever and so far as possible the precise profile of the TL reader. It is also necessary to decide whether or not ST contextual assumptions will be relevant or valid for TL readers and if so, to what extent there is a level of cross-cultural comparability of contextual knowledge and cognitive experience. In this perspective, adaptation or substitution of context and cognitive

environment may be necessary in order to provide an effective framework for the transfer of informative content from the ST, where this is likely to be invariant across languages and cultures for the purpose of promoting a product or service.

As proposed within the principle of relevance, awareness of TL user contextual background will better inform the translator's decisions concerning assumed knowledge and enhance the status of the TT. Greater economy of explicit content allows scope for the implementation of stylistic devices which facilitate the economic manipulation of information and associative values through implicature, amongst other things. The co-operative principle which underlies the communicative effect in the case of the advertising text will ensure that provided contextual assumptions are appropriately founded, the inferential effort on the part of the TL reader will allow him to access the nuances of meaning available through implicature. This would not only draw on the principle of relevance but also on Grice's maxim of quantity and Neubert's textual standards of situationality and informativity.

b. TL Acceptability

If the TT user is to obtain maximum informative content and if the text is to achieve maximum communicative impact, it is equally important for the TL message to be formulated in accordance with TL conventions of language and style. Inappropriate linguistic forms will jar on the reader's flow of assimilation of the message; this may have a positive effect, by making the message memorable for its idiosyncratic or innovative use of language. However, such deliberate flouting of conventions will usually result from careful deliberation and be recognisable as such. The problem which affects some translated advertising texts is that the translator may inadvertently deviate from the relevant linguistic norms and stylistic conventions, without any pre-determined aim or effect; in such cases the TT may produce a negative effect on the reader, who may attribute lack of conformity to lack of professionalism on the part of the TT producer (who will usually be identified as the product manufacturers, since they will be expected to exercise a form of quality control over all promotional material). This in turn gives an impression of unreliability, the usual reaction being, "if they can't get the language right, how can I trust the product?".

VI.Iii: ST/TT Relationship

Whilst the translator will wish to produce a TT which fulfils its TL function and is formulated in an acceptable linguistic and stylistic manner, the primary aim of the advertising text is to promote a product or service. Although in an ideal world the translator would liaise with the product manufacturer to discuss details, perhaps even be trained in how to use the product and have a copy in front of him at the time of TT

production, the ST is often the only form of product information given to the translator, by an agency or by a representative of the firm. If the translator is instructed, by whomsoever, to use the ST as the basis for TT production, then he or she must decide the form of adequacy to the ST which will be relevant for each case. If there are images to be re-used, with translated text to be substituted in the same space as the original text, then adequacy to the ST becomes quite constraining in terms of lexical field, stylistic effect and even syntactical forms. If on the other hand there are no accompanying images, it could be expected that the translator might have greater freedom in analysing the ST to identify key information to be conveyed, in order better to reconstruct an appropriately structured TT. In practice, constraints of time, or expectations on the part of the translation giver, can often severely limit this freedom, so that the TT produced resembles the ST very closely in structure, sequencing of information and even in form. The text giver may wish to apply a form of quality control based on his or her own, often inadequate, TL and TLC competence, so that for this person translation will involve substitution at the level of linguistic units and any adaptations, omissions or expansions will be challenged on this basis. Over-emphasis on adequacy to the ST having to involve form, structure and conceptual organisation may produce a TT which, whilst being comprehensible, deviates from TL norms and is therefore less readily accepted by the TL reader. However, it may be the case that the product manufacturer wishes to emphasise the “foreignness” of the product, or even that TL readers will, for whatever reason, react more positively to something which is clearly not of their culture. But such a strategy has to be the result of a conscious decision, not of translatorial inadequacy arising from external constraints or from lack of sufficient SLC and TLC competence.

a. ST text-typological conventions:

Although it has been stated that for the translation of advertising texts, the text-type is already known, within this type there can be sub-sets, such as audio-visual, visual only, graphic and visual signs, or graphic signs only. Different mechanisms will be available to achieve different degrees of effect, depending on the precise sub-text-type involved. Priority will be given to one or more of these mechanisms and it is evident, in the case of texts relying solely on graphic signs (i.e. the written word) that the functional impact of linguistic mechanisms will be paramount.

Included in this analysis could be use of punctuation, lay-out and typographical devices, since all of these could be described as belonging to text-typological conventions. Again, text-typological conventions may not apply in the same manner or to the same extent across languages and cultures, but awareness of their existence and use will enable accurate selection in the TLC of corresponding mechanisms based on

analysis of function in ST context. Constraints of time and space may also require adaptation or compromise in this respect, the degree of tolerance within the TL of deviation from the norm also making demands on translatorial competence. Snell Hornby (1992) describes unacceptable deviation from TL norms as “distorted translation” which fails to fulfil its function as a text.

b. ST Informative content:

Functional invariance at the level of the text may sometimes require informative invariance, since in the case of multinational advertising the referential meaning of the message is anchored quite firmly in the concrete: the text refers to a given product or service whose attributes do not usually change across cultures. Translation of advertising texts is intended to ensure the communication of information about a product, or service, in a cultural and socio-linguistic environment other than the one in which the produce was originally produced.

There may, however, be translation situations in which a given product could conceivably be expected to have an altered function in the TLC to that of the SLC. One example of this variable product function would be the case of pharmaceutical products, where drug licensing laws in different countries will permit the use of a given generic drug for different therapeutic uses. In such cases, the informative content of the ST will have to be adapted to conform to the intended TLC product function, although the intended TT function will remain constant to the ST function. This tends to be the exception rather than the norm and it is more likely for contextual variation to be necessary than informative variation.

c. ST structure:

The translator will need to identify the mechanisms through which coherence and cohesion are achieved in the ST, in order to be sure that the appropriate themes and focus of the ST message are clearly accessed. These devices will not necessarily be reproducible in the TL and the translator will need to draw on TL competence to select appropriate strategies at the levels of conceptual organisation and coherence, theme/rheme distribution and surface language patterns to enhance these. Excessive observance of ST structural criteria will result in the production of a TT which does not conform to TLC text typological or TL language-based norms and conventions, thereby reducing the impact and functionality of the TT for the TL reader.

d. ST Stylistic Devices:

Identification of how stylistic effect is achieved within the ST is of use to the translator only in so far as this will enable him or her to recognise which aspects of the product

or service are given priority over which others (also present by explicit or implicit means). Associative links with attributes, qualities, symbolic function and other product constellations are also identifiable through analysis of stylistic or rhetorical devices. The degree of implicature or explicitation will be noted with reference to the translator's knowledge of the intended SL reader profile and assumed knowledge, so that the translator as ST reader can access and interpret the ST message in a manner which resembles as closely as possible that of the (prototypical) ST reader, within the expected range of potential individual interpretations.

e. ST Authorial Intention:

This criterion is to some extent linked to that of ST situationality, since the situation of production will determine the assumptions made by the ST author regarding ST reader knowledge. These assumptions will in turn determine strategies deployed to convey authorial intent, ie to guide the reader as to how the ST author wished the text to be read and interpreted, therefore the intended effect on the ST reader. To some extent, in the case of advertising texts intended impact could be said to be invariable, regardless of product function in the TLC or TT function; the aim is to persuade the addressee that the product is good, useful and desirable, hence to lead to the action of acquisition (following the marketing acronym of AIDA - attention, interest, desire, acquisition). As a result, authorial intent could be said to be subsumed under text function and the achievement of intended effect will be more through context and acceptability than through strict observance of any perceived individual authorial intent based on ST structure and construction.

In so far as authorial intent can be of relevance in the interpretation of the ST message, whether this relies on linguistic or stylistic devices, or both, recourse to paraphrase within the SL can assist the translator in the interpretation of associative or symbolic meaning, also in the explicitation of ambiguity and / or obscurity and in determining whether these latter constitute stylistic features which may be of use in the construction of the TT message or whether they result from inadequate linguistic competence or inappropriate assumptions (regarding SL reader contextual knowledge) on the part of the ST producer.

VII. Method of Analysis

In accordance with the theoretical criteria presented above, the method of analysis adopted involved the study of pairs of (Source and Target) texts in two languages, English and French, in order to identify:

i) differences and similarities between units of meaning, in terms of form and impact, at the level of individual units or micro structure. In accordance with Toury,¹⁸ TT text

segments were mapped on to ST segments assumed to carry corresponding units of meaning. Transfer strategies for each text segment were identified and described.

- ii) differences and similarities discovered at the level of the macro structure which could be seen as indicative of attitudes, culture-specific expectations and knowledge
- iii) the manner of sign-interpretation by the translator; also to attempt to explain this interpretation with reference to concepts drawn from Peircean semiotics, relating to sign behaviour and the reasoning processes involved in the interpretation of signs.

It should then be possible to draw conclusions as to the possible reasons for apparent loss or alteration of meaning from ST to TT (van Leuven Zwart 1990, *meaning-shifts*). Since it has been shown in Chapter Two, Advertising, that the effective transmission of the advertising text and the successful achievement of its TL function depend on the addressee's interpretation of probable intended meaning, it would appear useful to suggest possible ways of avoiding these meaning shifts, where the message becomes distorted as a result of such shifts; or to seek to situate these shifts within the light not only of the translator's *Weltanschauung*, as a member of the target language culture, but also of his or her choice of *initial norm*.. Toury (1980) reminds of the need for the translator to decide on the global orientation of his strategy prior to the commencement of any encoding operation, giving priority to *adequacy* (fidelity to the Source Text) or *acceptability* (fidelity to the norms of the Target Language and the knowledge of the Target Language reader). Whilst both have to operate simultaneously, the extent to which one prevails over the other, in situations of conflict of choices, must be decided for each text according to the needs of the TL user and to the intended TT function in the TL culture. In his more recent work (1995), Toury again discusses these concepts, stating that, "whereas adherence to source norms determines a translation's adequacy as compared to the source text, subscription to norms originating in the target culture determines its acceptability", noting also that, "even the most adequacy-oriented translation involves shifts from the source text".¹⁹ In the context of the advertising text, where individual units of meaning contribute to an overall message involving the construction of a set of values and qualities to be attributed to the product, such shifts must only occur for carefully calculated reasons; they need to be identified and modified where necessary by the translator when revising his text, in order to maximise the effectiveness of the message in the target language. Evaluation of any strategies leading to shifts in meaning, as identified through comparison of text segments, should draw on those theories discussed in previous chapters with regard to the decision-making processes of translation.

In order to identify these shifts, differences and similarities, each pair of texts was divided into comparable units of meaning or text segments, mapped as stated above,

on the basis of comparing TT segments to ST segments deemed to correspond in function and meaning content to those of the TT, a process of segmentation which, although intended to be verifiable by other analysts, is nevertheless somewhat subjective, based on the perceptions of the analyst as an experienced reader of TL and SL texts of this type. These text segments were then compared as segments and with respect to the individual units of meaning contained in these, with differences and similarities noted according to the categories of types of difference, or "translation problem" as described in the previous chapter, to allow a clear contrastive and comparative description in terms of transfer strategies noted, within the constraints of the norms of each system and the conventions for the text type in each of the cultures in contact.

At the level of the macro-structure, underlying metaphors contributing to textual coherence and informing choices on the level of micro structure were identified; these may be culture-specific or, in some cases, appear to be common to both cultures. Further analysis reveals the myths of modern life underpinning basic assumptions inherent in the message; in cases where these are found to be common to both texts it has to be concluded that this is due to the extensive internationalisation, if not also standardisation, of business practices by multinational companies, and hence to the creation of similarly standardised expectations in the commercial world, more specifically, on the part of consumers of certain services and goods. Localisation of the appeal according to culture-specific experience, norms or values (Gateway, Barclays I), however minimal, should not preclude the existence of an underlying, common core of broader values and expectations in this respect. It should also be noted that the discovery of the existence of some universals of conceptualisation was accompanied by a discovery of a degree of standardisation of linguistic forms of expression encapsulating these universals, giving rise to the need for further study of this evolving form of "international speak" in the field of advertising. Examples of this approach can be found in the texts of 4T, Apple, Avis, CS Holdings, Renault.

Due note has to be taken of the fact that the basis for analysis rests on the subjective interpretation of the analyst, whose judgement could similarly be considered to rest on individual performance (L1 and L2 idiolect) and knowledge (competence) of the two linguistic and cultural systems. It is this very potential for different interpretations which is fundamental to the task of translation, and awareness of this characteristic should highlight the need for systematic reflection during the process of semiosis and decision-making, in order to counterbalance the subjective interpretive element arising from each individual translator's experience, cultural and subject knowledge, language and transfer competence, SL and TL idiolect. The translator should seek to minimise

the potential for variation in interpretation and maximise the coherence and accessibility of the advertising message, within the intended range of interpretations required to be generated by the TT, in order to reach a range of different target consumers within a given broad profile group. What is required is the transfer of as many as possible of the intended meanings, where it is possible to define and identify these (which it should be in the case of advertising based on market research). What is to be avoided is the loss of some of these and the introduction of other interpretations not forming part of the original remit, which could cloud or obscure the message for some or all of the target message interpreters.

Beaugrande and Dressler²⁰ talk of the standards of textuality as "constitutive principles which define and create the form of behaviour identifiable as textual communicating"²¹, which, if infringed, will cause that form of communicative behaviour to break down. They also explain that other, "regulative principles control textual communication rather than define it". By this they refer to the principle of efficiency, which expects "minimum expenditure of effort by the participants" in the communicative situation: secondly, the principle of effectiveness, used to describe the need for a text to have an impact and create conditions of reception which will enable it to achieve its communicative purpose; and finally, appropriateness, the degree of "matching" between the setting or situation of the text and the extent to which standards of textuality are implemented and respected in that text. Both the constitutive and regulative principles must therefore form the basis for any evaluation of the target text, through contrast and comparison with similar features in the source text, and this was indeed the basis on which analysis of the text pairs was undertaken and on which were developed the categories, described below, for summarising the repeated occurrences of types of problem-solving in terms of patterns and shifts.

VIII. Identification Of Strategies Through Description Of Translation Phenomena

According to Nord, an initial analysis of the ST can determine the communicative function (intentionality) of the text, through identification of contextual and situational factors likely to have influenced the production of the ST and therefore likely to have similar influence on the production of the TT. These elements include features such as the reason for production of the text, the target addressee, the time and source of publication, identification of the main structural or linguistic features of the text and a projection of the probable tone and intended effect on the text-receiver. These will be summarised above each text in an introduction.

Further analysis will generate observations of procedures at the level of relationship between units of meaning or text segments for each text pair. To facilitate a subsequent overview of these procedures, specific observations will be related to one of a range of possible categories of problem-types. These categories should, it is hoped, encompass all potential problem types in a broad framework. In order to describe specific procedures within each broad category, reference will be made to terminology drawn from the linguistic approach of Vinay and Darbelnet, also to the use of these by Newmark.

Analysis of sign-function at the level of individual signs can assist in determining translatorial interpretation of the ST units of meaning as well as provide a framework for evaluation of TT choices at this level. This can also contribute to the overall impact of the TT as a sign in itself.

Target Text evaluation, in terms of adequacy to ST and/ or successful function in TLC and acceptability of TL choices, can then be undertaken on the basis of the findings of the preceding forms of analysis, of course, within the constraints imposed by the various contributory factors which will affect the interpretation and evaluative capacity of the analyst, as described above.

IX. Categorisation of Strategies:

IX. i. A Broad Classification

In analysing translation problems with a view to identifying transfer strategies, potential problems can be broadly classified, for almost all texts, according to the following categories:

- i) problems relating to or arising from *sentence structure* because, as a result of stylistic norms of the target language, the meaning of the ST segment was made more accessible through a reformulation. Due account should be taken here of features of coherence giving rise to the overall text structure by the manner in which sentences are linked and related one to the other
- ii) problems relating to or arising from differences in the two linguistic systems, as observed through the comparison of *syntax*. Use of syntax contributes to *coherence*, by establishing and reinforcing relationships at the level of the sentence and of segments of text, and to *cohesion*, through the repetitive use of structures in similar sub-contexts. Syntax further contributes to the achievement of equivalence of meaning through the conceptual properties inherent in such syntactical mechanisms as the expression of aspect, time and relationships between actors, objects and events.

- iii) problems of *lexis*, where equivalence of meaning and therefore of effect may also be achieved through compensatory mechanisms of substitution, which may involve some loss or gain (degree of equivalence of informativity) in terms of the scope or range of inherent sub-units of meaning. In this category of problem, the question of cohesion based on lexical domains or sub-domains is also of interest.
- iv) the importance to the overall impact of *stylistic effect*, as created through different rhetorical devices and the transferability of these devices according to TL and text-type norms. Thus the questions of *acceptability* and *intertextuality* are of relevance here.

Included in this aspect, although forming a sub-section unto itself, is the study of the use of *metaphor* in the construction of a textual semantic field or fields by means of which the message is both expressed and intended to be interpreted. It is particularly true in the field of advertising that "as a persuasive tool, metaphors serve the purpose of supporting new models, while at the same time they can edge out competing models via new representations of their concepts" (Lieven D'Hulst²²) and it will be of significance to this analysis to note the ways in which use of metaphor can be seen to differ or coincide in the interlingual translation of advertising, both as an indicator of the translator's perception of the level of parallel occurrence of such metaphors in the respective "visions du monde" of the two cultures and as an appropriate and functionally adequate stylistic device in the source and target languages. In fact, according to Lieven D'Hulst, the whole metalanguage of translation studies is based on the use of metaphor to lend coherence to the terms of reference by which analysis of the task and its theoretical implications are described and represented. For example, mention is made of the use of the concept of communication (also those of equivalence, strategy, norms, behaviour, the existence of a code to be deciphered or to encipher, amongst others) and of Levy's use of the metaphor of translation as a decision-process,²³ all of which terms have a subsequent effect on the formulation of theories as much as on terminology developed to describe these. Within the same discussion, the use of the metaphor of the game of chess, by de Saussure and Wittgenstein, is recalled, as is the latter's further use of the metaphor of family resemblances as a possible defining criterion for membership of a group, or semantic field (his example being, what exactly constitutes the defining characteristics of those activities which are commonly labelled games, given that there are so often few or no similarities or factors in common between, for example, hop-scotch and twenty questions - my example, not Wittgenstein's)

- v) the fundamental importance of inherent *culture-specific information* to the comprehension of the global message and the creation of a near-equivalent overall impact to those of the ST. Situationality is thus the relevant factor in this respect.

vi) any differences in *punctuation or layout* which indicate differences in textual conventions and which may require reformulation of ST information in order to conform to TL conventions and thus make the message accessible, to the TL text-receiver, through text-type acceptability

IX.ii. Linguistic analysis

As it has been noted that from within a broadly functional framework, it is still relevant to consider individual transfer strategies proposed by the linguistic approach to translation, it is useful at this point to list some of these strategies and to consider which of these may be useful or relevant to the translation of advertising. The explanations of each strategy types show that most should be of use in the translation of this particular text type, with perhaps the exception of those strategies related to the need to explain and make more accessible to the target reader aspects of the source culture, since the purpose of the advertising text should be to create a message which is relevant within the TL culture (c.f. Toury 1995, a “fact of the target culture”), and this would not be expected to include, or only rarely, references to culture-specific aspects of the SL culture. Thus one might not expect to find many examples of translation couplets, of functional or descriptive equivalents to SL culture-specific references.

The transfer strategies listed below are taken from: Vinay, Darbelnet and from Newmark - for examples, see Chapter One and include reference to relevant standard of textuality. Several of these can also be found in Wilss²⁴ and, although not formulated in exactly the same way, in a recent paper by Chesterman.²⁵ This form of analysis looks at the more formal level of the relationship between linguistic units of the SL and the TL.

1. emprunt, loan (i,ii) - where an SL term is used in the TL (situationality)
2. calque (i,ii) - a through translation, where individual words of a compound or composite sign, often used to designate a culture-specific concept, are translated literally into TL signs - cf Newmark, Translation Label (informativity)
3. Literal translation (i): where the TL translates SL words instead of using more appropriate TL units in context or in collocation (intentionality)
4. Transposition (i, ii) - shift in form of syntax but no loss of meaning: (acceptability)
5. Modulation (i.) - partial substitution of elements in order to conform to culture-specific use, including change of perspective (ii) (acceptability)
6. Cultural equivalence (i, ii) (situationality, informativity)
7. Adaptation (i) - substitution of culturally appropriate concepts; includes naturalisation (ii): adaptation of SL form to conform to TL pronunciation and spelling conventions: (situationality)
8. Functional equivalent (ii): use of a culturally neutral TL term where there is no direct equivalent: (informativity, intentionality)

9. Descriptive equivalent: explanation of an SL culture-specific term in more detail: (informativity)
10. Recognised translation: the officially agreed and accepted translation of a given term, usually institutional (acceptability, intertextuality)
11. Compensation (ii): where loss of meaning, effect, style, metaphor, pragmatic effect, due to non-correspondence at the level of the unit of translation or to TL conventions, is compensated for elsewhere in the TT (coherence and cohesion)
12. Reduction and Expansion (ii): including implicature and explicature (informativity, situationality, relevance)
13. Paraphrase (ii): for Newmark this is an “amplification or explanation of the meaning of a segment of the text” (coherence, informativity)
14. Translation couplet: where two or more of the above procedural examples are combined (informativity)
15. Synonymy (ii): recourse to close or near-equivalent meanings, or fuzzy matches, to compensate for lack of direct correspondence of an item of lexis or syntactic structure between SL and TL. Synonymy is therefore a strategy for optimisation of approximation in the context of unavoidable partial loss of meaning and thus relates to no. 11, Compensation. (cohesion)

In the context of demonstrating the interrelationships between concepts from different approaches to translation and to transfer strategies in particular, it can be seen that at the level of the micro-unit it is possible to relate specific language-unit based strategies to Neubert’s standards of textuality, with a greater number of strategies being oriented towards TT user needs (coherence, cohesion, acceptability, situationality, informativity) and TL conventions (intertextuality, acceptability, conventions for cohesion and coherence).

IX. iii. Sign-function: Meaning representation in the SL and TL

This form of analysis looks at how meaning is represented in the SL and attempts to ascertain whether TL choices have resulted in constancy of sign function. Sign function contributes to overall impact of a text and it may therefore be relevant to aim for constancy of sign function in order to preserve overall textual impact. Decisions as to sign function must still, however, be evaluated within the parameters of standards of textuality in order to achieve successful TL text function.

As described in Chapter Three, sign function can be described according to the Peircean triad of *icon*, *index* and *symbol*; also according to the nature of the translator’s interpretation arising from his SLC competence and knowledge, described in terms of the signs chosen for TL semiotic representation of SL meaning. TL choices are thus seen as interpretants of SL signs and can be described as *immediate*, *dynamic* or *final*.

Translation and the Peircean triad of icon, index, symbol

As described in Chapter Three, the sign, or the proposition, to be interpreted, by semiosis from L1 into L2, could be said to function *iconically*, by virtue of its capacity to recall another sign which refers to the same signified as the first; and also *symbolically*, by virtue of consensus amongst the users of that language system as to a particular relationship between sign and designatum.

At the level of interlingual translation, the sign also functions *indexically*, where dictionary equivalences or correspondences in language forms or signs appear to exist, at least in relation to the final interpretant and without reference to use in context, so that the SL sign will often be immediately associated in the mind of the interlingual mediator with a given TL sign perceived to be an identical, near-identical or culturally appropriate form of representation of the intended SL meaning. Signs which function indexically within the SL rely on intrasystemic association between two linked concepts, so that one is defined qualitatively in terms of the other and cannot exist without the other, for example, one cannot be a husband without being married and having a wife. Close correspondence of intercultural segmentation of reality will often result in the potential for recreation of this indexical function in the target language but may not always be possible: for example, in the case of the stated determination on the part of female ministers of the new French government (June 1997) to be addressed as *Madame la Ministre*, instead of previously as *le Ministre*, the gender difference in the honorific M or Mme and the use of the gender-marked definite article both indicate that the post may be filled by a person of masculine or feminine gender; otherwise there would be no need for differentiation. However, in English, there is a tendency not to make this distinction, by simple reference to “The Minister for...”, followed by the name. In this case indexical sign function would be lost in translation due to intersystemic norms, but on a cultural level, the sign would still achieve its communicative function. Another example could be that of the *Baccalauréat*, which is linked to the concept of multiple core subjects within different discipline groups. To translate this as “A” level exams is to lose the indexical function of the sign and treat it at the level of icon, global function for global function. In the corpus, the text entitled *Australia* (see Appendix II, with detailed text analysis for each text in the corpus), certain names have TL equivalent forms, for example, Kookaburras become *martins-pecheurs géants*, but Koalas are still Koalas. The first are thus translated indexically, according to correspondence of sign for given meaning, but then function quasi-iconically in the TL, since a descriptive word-group refers to a single concept. Also, in the SNECMA text, *le ciel de demain* is translated as “tomorrow’s sky”; here, the translation approach is indexical, correspondence being at

the level of individual sign for sign, but also the sign function in each language is indexical, being contrasted implicitly in the SL but explicitly in the TL, "today's sky" .

Where the SL sign functions *iconically*, evoking in the mind of the translator another sign, it should also, where possible, function iconically in the TL, through reference to the mental image, or map - on the level of series of signs linked and combined to form series of propositions - produced in the mind of the translator. It is important in this context to bear in mind the effect of individual choices of interpretation or style on the part of the translator, especially in view of the relevance of the principle of *commutation* as proposed by Courtés (1991:15), according to which " toute transformation du signifiant correspond à une modification corrélatrice au plan du signifié". Differences in world view between the intended SL reader and the translator as SL reader can result in further differences in the way the TT is constructed and then interpreted by the mono-cultural TL reader through his own world-view. Language system norms and conventions will also affect iconic forms of signs. Thus iconic representation in the ST may be difficult to recreate in the TL. For example, the company name Gateway functions iconically in that it represents a means to a particular end, by virtue of the combination of two nouns: since this cannot be translated into the TL, being a trade name, it ceases to function iconically for the TL reader and so there is loss of impact. Conversely, where we read in the Renault text that *la voiture intelligente peut prendre certaines initiatives* , the target text use of an iconic sign, in the form of an idiomatic expression, "has a mind of its own", could be said, through inaccurate sign transfer, to have given a different intention to this particular unit of meaning, so that the TL choice might be read by some as a negative rather than positive quality.

If the sign functions *symbolically* in the SL, the consensual association between sign and intended symbolic function must be known by the translator, through experience. This relationship cannot be deduced from sign form, although context of use, text type and function may all offer clues as to this function in a given situation. Symbolic sign function is very often culture -specific in conceptual surface as well as in sign-designatum relationship, but can often, although not always, be compensated for by a corresponding sign-designatum relationship in the TL. In the Gateway text the maverick is a symbol for the loner, the one who does not follow the crowd, is independent. This symbolic function is made possible through association with the American tradition of the cattle rancher, the cowboy and the herd. In the TL, this symbolic sign has been translated indexically, bringing out the underlying semantic meaning as there is no sign having an equivalent function within the same semantic field on a literal and also symbolic level.

Meaning representation in the TT: TL Signs as Interpretants of SL Signs

As explained in Chapter Three, Peirce offers a further triad of terms to show the differences between forms of sign interpretation by the interpreter or sign-receiver. These are (quoted from that chapter):

“the *immediate interpretant*, which is that represented or signified in the sign as being the range of potential meanings carried by a particular discourse”. These are the different interpretants expected by the text producer to be accessible to the text user. The text will be constructed in order to allow for a range of interpretants where this is desirable, but limiting the range, through association and by reliance on TL reader language competence and knowledge of the language system. It is easier for the text producer to anticipate this form of interpretant than the following one, which is more dependent on individual text user knowledge and competence. However, lack of translatorial transfer competence may result in the loss of the potential for such a range and variety of immediate interpretants, thus affecting addressee acceptability and accessibility.

“the *dynamic interpretant*, which is the effect actually produced in the mind of the sign-receiver by that sign, the contextual meaning based on awareness of differences between what has been said and what has been excluded in order to create the message”. The text user supplies the interpretive effort, drawing on his expectation of relevance of the communicative act and on intertextual experience to exclude potential interpretations which are not relevant to the immediate context. This cannot be predicted precisely, but careful selection of TL choices can maximise the potential for this to coincide with the desired reaction on the part of the addressee; choice of appropriate underlying values will assist in this.

“the *final interpretant*, which is that meaning that can be reactivated beyond the immediate context and thus becomes a more generalised performative meaning which can take on the function of a generalised rule or standardised framework for interpretation, namely the meaning which could be attached to this sign by any interpreter in (almost) any potential situation of use”. This is the more widely applicable, less context-specific interpretant which may well be the one selected by the unaware text user who has not acted on any principles of relevance nor supplied any interpretive effort based on context, text type and apparent text function. This is also, for advertising, the overall image intended to be associated with the product or service, depending on the associated values upon which the image and message are based.

The essential role of the context and situation of each individual text in the decision-making process, as well as the importance of accurate awareness of TL text receiver

knowledge and competence, are necessary complements to the translator's transfer skills in the interpretation and reconstruction of the sign-meaning relationship in the translation situation. These have already been described by reference to Beaugrande and Dressler and to Neubert (see Chapter One)

Summary: TT Evaluation

Assuming functional constancy between ST and TT, the findings of analysis of ST/TT correspondences at the levels of text segment, standards of textuality and sign function can be used to ascertain the potential degree of impact of the TT in the TL. It should also be possible to deduce from these findings whether the overall approach to each text pair was one which took as its initial norm the concept of formal equivalence and ST adequacy, or that of communicative and functional equivalence within the systemic and text typological constraints of TL acceptability. The more frequently adopted strategies will be listed and conclusions drawn regarding the relationship between translator environment, constraints, approach to translation and overall potential success of the TT.

It is proposed to give, in the following chapter, a summary of the findings of this detailed analysis in terms of the different approaches to analysis described above.

In conclusion

In accordance with the principles advocated by Holz-Mänttari, the translator as expert intercultural and interlingual communicator needs to be involved in agreeing criteria for TT production with the text-giver. Drawing on this expertise will involve consideration of several theoretical considerations, all of which, when interpreting an ST message and producing a TT based on this ST, could be of great assistance to the translator in the production of a more TL "user-friendly" text, which could be expected, by virtue of its conformity to reader expectations, significantly to enhance the potential positive impact of the message and the potential for the response to that message to be the one desired by the product manufacturer. Conversely, inadequate attention to these criteria may jeopardise TL reception of the message and adversely affect product sales.

As asserted by Baker, text analysis cannot be confined to questions of textual structure. Individual units of language have also to be considered in their micro-contextual function as well as in terms of the global text structure. It is therefore important to undertake analysis at the level of individual text segments or units of meaning in order to achieve a better understanding of overall text impact and potential successful function. It has been argued that signs only have meaning within a given text

pair in a specific translation context (Catford, Neubert), so that individual units of language can only carry individual units of meaning in these circumstances; likewise, the global message, whilst being a unit of meaning in itself, is also a construct of these individual units or signs. Both individual and global meanings are also subject to interpretation by text receivers, in differing ways according to individual knowledge, experience and expertise. To paraphrase Halliday, as quoted in Baker, it could be argued that signs carry meaning and so an understanding of a theory of sign representation of meaning, such as that offered by semiotics, is also an essential element of transfer competence in the translation situation.

Having discussed those factors pertaining to the approach to analysis of the texts and what could be expected to be identified in terms of interpretation and strategies for reconstitution of a message through the transfer processes of translation, it is now possible to present details and examples of the examination and comparison of Source and Target Texts undertaken, before proceeding to analyse these findings and attempting to draw some conclusions based on these.

¹ Toury 1995

² *idem*: 86-88

³ Neubert and Shreve, 1992: 5

⁴ *idem*: 39

⁵ Venuti L, 1994: 201 - 217

⁶ Hermanns T, "Translation Norms and Correct Translations", in van Leuven Zwart, Naaijken, (eds) 1991: 155-169

⁷ *idem*: 159

⁸ Shannon and Weaver, 1964: 4

⁹ *idem*: 17

¹⁰ Chesterman A (1997), in a paper entitled, "Towards an Emancipatory Strategy for Translation", presented at the conference, "Developing Translation Competence", Aston University, 18-20th September 1997, to be published in an edited volume, Schäffner C, Adab B (eds)

¹¹ Grice P (1975). "Logic and Conversation". in Cox P, Morgan J (eds) (1975). Speech Acts. London, Academic Press, discussed in Neubert A, 1985: 74

¹² Hönig H, "Holmes' s 'Mapping Theory' and the Landscape of Mental Translation Processes", in, van Leuven Zwart, Naaijken (eds) 1991: 77-89

¹³ Nida E, seminar paper at UMIST, Manchester, April 1997, within programme of visiting lecturers on Translation Studies

¹⁴ Levy J (1967). "Translation as a Decision Process"., in To honour Roman Jakobson. vol 3. The Hague. Mouton 1171-1182. quoted in. van den Broeck R. "The Generative Model of the Translation Process", in Zwart van Leuven K. Naaijken T, eds (1991), Translation Studies: The State of the Art. pp 105-114

¹⁵ Hönig H (1991), "Holmes 'Mapping Theory' and the Landscape of Mental Translation Processes", in Translation Studies: the State of the Art. van Leuven Zwart K, Naaijken T, (eds): 77-89

¹⁶ Kiraly D (1990). "Towards a Systematic Approach to Translation Skills", PhD. Diss. Illinois, Urbana, p149, quoted in Hönig 1991

¹⁷ Radden G. "The Cognitive Approach to Natural Language", in Pütz M (ed) (1992), Thirty Years of Linguistic Evolution. Amsterdam. Benjamins, pp513-542

¹⁸ Toury 1995: 37

¹⁹ Toury 1995: 56

²⁰ 1981: 11

²¹ following Searle. 1969. Speech Acts. London. Cambridge

²² Lieven D'Hulst. "Sur le Rôle des Métaphores en Traductologie Contemporaine". *Target* 4:1. 1992:33-54

²³ idem: (note 2: p38-39),

²⁴ Wilss W, 1982

²⁵ Chesterman A (1997)- see note 10

Chapter Six: Translation Strategies

Introduction

In this chapter, it is intended to present the observations recorded through the process of comparison and analysis of text segments, between ST and TT, for each text pair. These observations are described in detail in Appendix Two, Text Analysis. They are also grouped according to strategy type in the summary tables (Appendix Three) for each individual text and for the corpus as a whole. It is important to note that these tables serve a purely indicative purpose and are not intended to be conclusively reliable statistics for potential frequency of occurrence regardless of text type, as the corpus used is limited in size and intended to give an insight into strategy types, not to stand alone as uncontested proof. Despite these reservations, it is however possible to use these quantitatively recorded findings as the basis for evaluation of the overall approach to translation adopted in respect of a particular text, as well as for the critical evaluation of probable impact of the TT on the TL reader, based on the experience of the analyst as TL reader.

This chapter will be structured as follows:

1. Firstly, a summary of the method adopted will explain the process of analysis.
2. There will follow an evaluation of the frequency of incidence in the corpus of each of the strategy types listed in the framework for analysis, based on discussion of translation theory and approaches in Chapter One.
3. The texts will subsequently be listed according to translator profile, translation situation and translation brief, to see if these factors have had any influence on choice of strategies and overall approach. For the purpose of comparison, the overall approach will be described as either linguistic or functional, the former term referring to an approach which prioritises the linguistic unit as the unit of translation, mainly at the level of syntax and lexis without due consideration of criteria of text structure, reader needs and context; the latter term is intended to include text linguistic and functional criteria, with questions of appropriacy for text type and adequacy for communicative function. The relative success of different approaches will be evaluated according to the translation situation and brief, taking into account the translator profile, for each text.
4. Finally, in Chapter Seven, an attempt will be made, on the basis of the strategies described and the evaluation of the potential impact of individual strategies and of each global text qua message, in order to assess which overall approach, comprising which particular strategies, would appear to be most likely to produce a target (advertising) text whose impact (see glossary note) on the TL reader will be an adequate recreation of that intended to be experienced by the SL reader, in order for the TT to fulfil its

function in the target culture. Taking into account questions addressed in Chapter One with regard to the most appropriate relationship between source and target text, the information obtained from text analysis will be used to suggest the nature of this relationship in the case of different text types within the genre of advertising.

1. Summary of Methodology

A. The texts are grouped in alphabetical order for ease of reference: Appendix One, Texts only; Appendix Two, Texts divided into comparable text segments, with detailed Comparative and Contrastive Analysis. They are also grouped in a table (Appendix Three) which gives information about:

- a. The translator profile
- b. The translation situation
- c. The translation brief, where this is known

A brief introduction at the beginning of each detailed text analysis (Appendix Two) describes relevant information relating to these factors, which are part of the *variables* described in Chapter Four and which are necessary to an overall understanding of how the TT was produced and of why certain strategies or a certain overall approach tend to dominate in a particular TT.

B. As described in Chapter Five, the corpus of text-pairs was subjected to detailed analysis at the levels of units of meaning and of text segments. An attempt was also made to evaluate whether text function remained constant from SL to TL and the extent to which the intended impact of the ST was successfully recreated for the TL reader, through evaluation of individual strategies in terms of constancy, loss, gain or modification of impact.

C. Each strategy for transfer was identified according to one or more of the criteria listed below. An entry was made on the relevant table for each occurrence of a strategy type or potential occurrence of this, with the result that some strategy decisions could be classified according to more than one category or strategy type, e.g. a choice involving transposition may also be described as one resulting from the criterion of appropriacy, acceptability or context, cohesion, sign function or paraphrase. As this is a descriptive study, it is also useful, in places, to attempt to postulate potential reasons for choices, in order to see which descriptions best apply to transfer strategy types in this text type.

D. The overall impact of the text qua sign was assessed in view of the contrastive analysis in relation to text function and standards of textuality, together with consideration of the underlying myths and values and their appropriacy to the TLC.

E. It was attempted to ascertain which was the dominant approach adopted by the translator for each text, and whether or not this could be deemed to have been the result of a. the translation situation and/or b. translatorial competence in interlingual transfer and intercultural communication.

Factors considered in D. would be the basis for measuring the potential success of the translated text in the target culture in terms of intended function and designated addressee. Observations noted under Sections A, B and C could serve to indicate possible strategies for successful intercultural communication. The conclusion reached under E. could also be an indication of the potential success of a particular approach or combination of approaches as applied to a wider corpus of texts for translation, firstly in the field of advertising but also, potentially, in other discourse genres.

Summary tables were drawn up to show the types of strategies used for each text; however it has already been noted that these can only be considered indicative of possible tendencies for reproducibility of certain (overall and more specific) strategies. Given the restricted size of the corpus, further investigation would be required to produce more reliable statistics.

2. Strategy Analysis: Table with Categories of transfer strategy types, grouped according to different approaches to translation described in Chapter One.

A. Text function:

Constant or not-constant between ST and TT

B. Textual criteria:

TT function:

B.i. Intertextuality

B.ii. Coherence

B.iii. Cohesion

TL Reader Needs

B.iv. Context

B.iv. Appropriacy

B.vi. Acceptability

ST/TT Relationship

B.vii. Informative invariance

B.viii. Authorial Intention

B.ix. Overall Impact

C. Units of Meaning:

C.i. Linguistic Analysis - (see Chapter Five)

C.ii. Discourse Analysis -

Speech Act function:

constant:

- content
- equivalent language unit (e.l.u.)
- different language unit (d.l.u.)

not constant:

- content
- apparently equivalent language unit (e.l.u.), different performative function
- different language unit (d.l.u.), different performative function

C.iii. Semiotics: Sign Function

- index
- icon
- symbol

with an indication of whether or not sign function is constant and if not, whether changes in sign function result in constancy, gain or loss of impact

D. Complementary approaches (with associated textual criteria)

D.i. Intercultural adaptation, including constancy or adaptation of:

- metaphors
- underlying myths
- values

with a note as to potential constancy, loss or gain of impact for each example

D.ii. Paraphrase - at the levels of :

- unit of meaning
- sentence
- text segment

Overall Summary of Descriptive Analysis by means of Criteria listed above

In this section different transfer strategy types are related to the relevant criteria from different approaches.

Text Structure

It has been demonstrated that some differences between source and target text can be described according to differences in *structure* (mainly at the level of the sentence or text segment) and presentation of information; to differences in the rules of the two

syntactical systems; to differences in use of lexis based on interpretation or misinterpretation and the range of associated meanings attributable to a perceived interlingual synonym; to the stylistic norms of the two systems within the parameters of appropriacy, laid down by convention for the specific text types: and finally, to conventions governing use of punctuation.

Paraphrase: In relation to the need for reformulation of units of meaning in order to conform to TL conventions for style and language, it might have been expected that the field of advertising would prove a fruitful area for the study of the value of *paraphrase* as a useful mechanism for TT production. This does not, however, appear to be confirmed by the observations of this study; compared to recourse to strategies of linguistic reformulation or to sign-interpretation at the micro-unit level, paraphrase of sentence or text segment accounts for a quarter of the number of instances. This may be due to the particular translation brief given, especially where considerations of space and lay-out may have precluded the flexibility to paraphrase.

In some cases there is evidence (e.g. Clermont, Eurostar texts) that the translator has attempted to restructure sentences in order to conform to what he/ she thinks is more appropriate TL style and order of presentation:

CLERMONT:

Mais (1) il faut (2) se perdre dans les ruelles (3) du vieux Clermont, (4) plonger ses doigts (5) dans l'eau fraîche (6) des nombreuses fontaines (7) qui parsèment (8) la cité (9) et (10) se laisser aller (11) à flâner place de Jaude (12) pour approcher (13) l'âme de la ville (14).

The best way (2) to get near to (13) the real Clermont (14) is, however (1), simply (15) to saunter down the winding streets (3) of the old town (4) and (15) dangle your fingers (5) in the cool water (6) of one of the innumerable fountains (7) before (16) strolling around the Place de Jaude (12).

numbers refer to equivalent unit of ST, with 15 and 16 indicating additions in TT not found in ST. Paraphrase is of the whole sentence structure, with some additional information

EUROSTAR:

Designers and technicians have worked together to create a comfortable and highly functional interior for Eurostar,

Pour Eurostar, designers et techniciens ont conçu un intérieur agréable et très fonctionnel.

striving to meet the needs of families travelling together, disabled people and businessmen with work to do

Chaque usager y trouve l'espace adapté à son confort. Familles, personnes à mobilité réduite ou hommes d'affaires profitent d'installations spécialement étudiées pour répondre à leurs besoins

- paraphrase, change of sentence structure, breaking up of SL sentence into three sentences in the TL, beneficiary becomes subject of main verb

MERIDIAN

A sound financial base has always been a critical factor in business success.

La réussite commerciale d'une entreprise dépend en grande partie de sa solidité financière.

- paraphrase due to transposition, also TL preferred sentence perspective: sentence structure reversed from ST rheme/ theme to TT theme/ rheme, no expected loss of impact

Rapid change is now a constant feature of business life.

Le monde de l'entreprise moderne se caractérise par la rapidité de son évolution.

- paraphrase, reversal of presentation of units of information: ST r/t to TT t/r

JACK DANIELS

The philosophy and procedures which guide the making of our product were set down by our founder over a century ago.

La philosophie et les procédés attachés à l'élaboration de notre produit n'ont pas été conçus par nous. Ils ont été établis par notre fondateur il y a plus d'un siècle.

- paraphrase of SL sentence to produce two sentences, no change in impact, informativity, intention. Slightly more emphasis by use of shorter sentence for second unit of information.

Worldviews and culture-specific frames of reference: Translation has been described as an act of interlingual and intercultural communication. This form of communication is special in that it has to reconcile sometimes disparate frames of reference or world views, as well as having recourse to varied means of expressing concepts and experience through the (often different) units of different language systems. Culture-specific views and experience are exemplified through individual references as much as through reliance on underlying myths and values, and the use of particular metaphors through which to present this experience.

What is very evident from the analysis of the underlying *metaphors* and *myths* around which each message is constructed is that there are few examples of what might be described as *culture-specificity* of frames of reference, imagery or institutions in those examples of this particular genre that have been studied. In this particular corpus, most instances of underlying myths are those of the global business environment which came to prominence in the 1980's with the concomitant emphasis on the free market, stressing, for example, ease of use, value

for money, superiority over the competition and degree of innovation, together with the need for customer service and satisfaction. Certain fundamental concepts, which could be termed the *values* of the business world, are also assumed to be shared by both SLC and TLC; this is borne out by the fact that regardless of which was the source language, the same assumptions can be seen to hold. Innovation is assumed to be good and desirable, loss of time and effort is equated with expense and loss of income (Avis) and reliability is essential (Rolex); however, traditional methods are also bathed in the glow of reliability and durability, so that a combination of innovation and tradition can be justified as representing the best of both worlds (e.g. in the Gateway text), whilst tradition is to be valued for its merits (Old Charm). All of these myths and values, together with the metaphors adopted to communicate and reinforce these, could therefore be said to ensure overall coherence of the message, whatever the product or being promoted. In this sense, Lakoff's views that metaphor is "pervasive in every day life" and that concepts are expressed and formulated through certain metaphors (e.g. argument is war, time is money and a valuable, if limited, resource) are corroborated by the study of advertising texts.¹ Reddy's conduit metaphor has already been shown, in Chapter One, to dominate the way in which the intention to communicate is formulated ("get the meaning across", "put something into words").²

Coherence: The criterion of *coherence* - for Neubert a "continuity of sense", based on a clearly discernible coherence of structure in the ST - is one to which much attention will have been paid by the ST producer, through repetition and interweaving of underlying myths³, metaphors, conceptual fields and culture-specific connotative or associated values, in other words, with the background conceptual structures of the message. The logical structure created through coherence "defines the semantic connections between information units in the text".⁴

Since the TT will share the goals of the ST vis à vis the target reader, it is reasonable to expect to find that efforts have been made by the translator through his selection of similar mechanisms for coherence; these may take identical or near-identical form as in the ST, or differ completely, according to culture-specific and target group-specific conventions and expectations. Results of analysis would suggest that there is indeed evidence of some shared perceptions with regard to the mechanisms used to achieve coherence, namely in the qualities to be associated with the product and in the nature of underlying myths which motivate and legitimise these qualities. It is difficult to determine, without direct access to the translator, on what basis these choices were justified, so that it may be that the translator had domain-specific expertise in the field of marketing, or it may be the case that he simply made an assumption that such

myths, metaphors and values would be common to both cultures, based on his or her source and target culture knowledge.

Such an assumption is of course convenient, absolves the translator of the need to search for TL specific metaphors or frames of reference and provides the basis for cohesion through lexis, idiomatic expression and symbolic reference. Where the TL norms allow, the translator of each text would appear to have attempted to retain any such mechanisms as may occur in the ST. Where TL norms did not allow this, compensatory strategies have been used, recreating repetition through other forms than that or those used in the TT to reproduce equivalent effect if not form.

All of these lend overall coherence to the target texts in much the same way as they do to the source text, so that it could be concluded that the overall communicative objective will have been achieved, although the degree to which this resembles the impact⁵ of the ST may differ, depending on other textual considerations. Part of this impact is created through the order of presentation of theme and rheme, so that even where underlying mechanisms for coherence may have been respected and an attempt made to reproduce them, the reversal of presentation of theme and rheme, whether in accordance with individual preferences for style or perceptions of TL conventions for such structuring, or as a result of instructions from the TL agent or marketing division. Whatever the reason, the strategy can be seen to affect the degree of importance or emphasis given to a particular unit of information within the message. For Neubert,⁶ “text-based translation attempts to re-establish in the target text a coherence functionally parallel to that of the source text”.

Values which lend coherence:

These are to be identified or inferred from more or less explicit references in each text.

AVIS

- Avis has joined forces with the French and Belgian railways to make sure that you stay ahead of the clock. Now there's no reason for the time you've gained from a fast comfortable train trip to slip through your fingers while you look for a car to rent.

Vous voilà frais et dispos après un confortable voyage en train.

Ce serait bien dommage de gaspiller votre temps et votre énergie pour dénicher une voiture de location.

AVIS, leader de la location d'automobiles en Europe, s'est joint à la SNCF et la SNCB pour vous faire gagner toujours plus de temps!

- In business, the myth is, Time is money, and money is valued, so this unit of the message is based on the concept of the race against time, to save a valuable commodity

ROLEX

This single-minded search for perfection is reflected in the choice of watch he wears: a Rolex Day-Date.

Cette recherche constante de la perfection se retrouve dans le choix de sa montre: une Rolex Day-Date.

It is a beautiful time-piece; but it is as tough and uncompromising as his game.

Cette montre n'est pas seulement belle. Elle s'accorde parfaitement avec la supériorité et l'intransigeance du jeu de Severiano Ballesteros.

Together they ensure one thing: however tough the going gets, the tough will always keep going.

Dans les pires conditions qu'impose le jeu, Severiano Ballesteros poursuit imperturbablement sa course. Tout comme sa Rolex.

- a conceptual blend creates the message, the parallel between the watch, the tennis game and the shared values of toughness and endurance as desirable qualities

GATEWAY

WE ARE CONTINUING THE FAMILY TRADITION IN THE WAY WE DO BUSINESS.

MAIS NOUS PERPETUONS LA TRADITION FAMILIALE DE SERIEUX DANS NOS AFFAIRES

- traditional behaviour in business is a good quality, with associated values of reliability and commitment

OLD CHARM

Our furniture has an enduring quality born out of the strength of the Tudor period which sets it apart from changing tastes and fashions.

La qualité durable de notre mobilier s'inspire de la solidité de l'époque des Tudor qui protège des vicissitudes de la mode.

- strength and durability are seen to be valued, as is tradition over the centuries

Myths which lend coherence:⁷

(these have been summarised through interpretive analysis)

MERIDIAN

-Life is constantly changing

Rapid change is now a constant feature of business life.

Le monde de l'entreprise moderne se caractérise par la rapidité de son évolution.

-Communication enhances performance in business:

Now there's another critical factor that underpins success - communications.

Mais aujourd'hui, un autre facteur clé de succès conditionne cette réussite; les télécommunications.

-It is important to plan for the future

But the most important gateway that Meridian 1 provides is the one to the future

Cependant, la passerelle la plus importante est celle que Meridian 1 vous propose pour le futur.

-Life offers challenges/ obstacles

New problems and challenges are being thrown up every day,

Des problèmes et des défis nouveaux apparaissent chaque jour.

-Opportunities have to be seized

but just as many fresh opportunities are also being presented.

Dans le même temps, ce sont des possibilités nouvelles qui sont offertes à qui sait les saisir.

-Freedom of choice/action means being in a position to choose the right path

but how effectively it can unite your entire business. How much freedom it gives you to do what you want, when you want.

Ce qui est en jeu c'est, avant tout, l'efficacité avec laquelle il peut unifier l'ensemble de l'entreprise et la liberté qu'il vous procure.

APPLE

- Presentation is all important:

When your ideas look good, people take a good look at your ideas.

Les idées bien présentées attirent mieux l'attention.

4T

-Effective communication means improved business performance

Toute croissance passe par une communication performante.

All growth nowadays involves high-level international communication.

- Global communication is the aim of the international company

Toute latitude pour vos traductions:

4T - THE GLOBAL MARKET IS YOURS

- The language barrier is a barrier to effective communication and hence to effective global trading

Eliminer tout obstacle au niveau de la langue, c'est gagner en efficacité

By removing the language barrier, you assert your brand image and gain impact

-The written word is permanent/ has an effect

L'Ecrit tient une place prépondérante dans le contexte économique actuel.

The written word remains essential.

- Advertising and communicative documents present a certain image of your company.

To succeed, this image must be right, and must be properly presented in the language of the target country

- Time is money - businesses require ease of access, speed of response and completion of task without sacrificing effectiveness

Rapidité

OUR COMMITMENT - SPEED

- Presentation and layout are also very important; all documents should benefit from the most up-to-date means of presentation available

Equipé du matériel le plus performant, 4T traite vos textes sur le logiciel de votre choix et dans le format de disquette que vous souhaitez pour une parfaite adaptation à tout type de matériel: IBM PC et compatibles, Macintosh, Rank Xerox Documenter...

To process your texts, 4T uses the most effective software, with a broad range of hardware: IBM PC's and compatibles, Macintosh, Rank Xerox Documenter... and documents are laser printed. Entrust us with your manuscripts, typewritten texts, audio-cassettes or diskette. We will prepare the final layout of your choice.

Metaphors which lend coherence and contribute to cohesion:

EUROTUNNEL

- swirling blizzard / weather conditions matched by chaos of desk/ paperwork

Helen Curtis arrived in a blizzard in February 1991 and in true Mary Poppins style set about organising the chaos that reigned.

Helen Curtis est arrivée au coeur de la tempête en février 1991, et en véritable Marie Poppins elle s'est mise aussitôt à organiser le chaos ambiant.

EFMA

- yachting image of holding course

Tenir le cap

Holding Course

SNECMA

- construction, building the sky

Fabriquer le ciel

Building the sky

RENAULT

- the thinking machine as active communicator able to interact with and act on behalf of the human subject

Et prendra même certaines initiatives !

Sometimes it will even show it has a mind of its own!

MERIDIAN

- The role of Communication :

Now there's another critical factor that underpins success - communications.

Mais aujourd'hui, un autre

-Building links/ networks/ foundations

Meridian I tears down the barriers to integration, bridging the technical gaps between different network communities around the world.

Meridian I est capable d'harmoniser des systèmes de toutes capacités en France ou au-delà des frontières, et de combler le fossé technique qui peut exister entre des réseaux différents.

-Bridging gaps

Meridian I tears down the barriers to integration, bridging the technical gaps between different network communities around the world.

Meridian I est capable d'harmoniser des systèmes de toutes capacités en France ou au-delà des frontières, et de combler le fossé technique qui peut exister entre des réseaux différents.

-Communication is a pathway (the conduit metaphor)

But the most important gateway that Meridian 1 provides is the one to the future

Cependant, la passerelle la plus importante est celle que Meridian I vous propose pour le futur.

All of these are, furthermore, an accurate reflection of the twentieth century global marketing culture, part of a global philosophy of business and marketing, upon whose universal precepts the texts studied appear to rely heavily for their justification and impact. In this global culture the various elements of mass media, including advertising and promotional material,

serve as authoritative resources, circulating meanings that legitimate particular forms of conduct and as allocative resources, producing economic value like other means of production. Media production

and reception are subject to specific rules of interpretation and conduct⁸

Despite the existence of a general awareness of the implications of the above beliefs, which can be found in various sources in the field of (international) marketing, there is minimal evidence, in the texts studied, of any attempt to localise the characteristics or associated values of a given product in order to appeal to a more culture-based target group profile; this would seem to confirm a certain reliance on just such internationally available set of values which could therefore be qualified, within the context of this study, as the universals of marketing. Even when brand names, such as Qualcast, are left in the SL form, it would appear that any subsequent loss of linguistic mechanisms, such as wordplay, or of information conveyed by this wordplay, are deemed irrelevant in the context of the global message, either because such information is formulated more explicitly in the TT than in the ST or because the message still survives and achieves a certain degree of impact without any compensation mechanism to supply such detail in a different form for the TL addressee.

Culture specific references also form part of the global textual framework as well as being individual instances of intercultural transfer. It may not always be the case that there will exist between two cultures in contact a set of underlying universal values; this scenario would be less likely to obtain in specific domains where ritual or tradition of behaviour or forms of expression of experiential phenomena may have developed along quite different lines (for example, in literary texts, or in the political environment). It is however clear that this *is* generally the case for the texts in the corpus studied, perhaps because the rites and conventions of the business world, or culture, have developed within the context of an increasingly global environment which is characteristic of cultural exchange in the latter half of this twentieth century. The tendency towards simplification and standardisation which results from this global market and consumer targeting, is often accompanied by the rejection of more complex, traditional social conventions governing behaviour and values and is a further characteristic of the second half of this century. However, texts such as *Qualcast* show that sometimes it is possible to overestimate the extent to which the global market has ensured the spread of universal values and expectations. The translator of advertising texts has to ensure that he or she is truly aware of which myths, values, beliefs and practices are in fact shared by source and target culture, and which are either in the process of being adopted or have yet to become as prevalent in the latter as in the former, in order to ensure optimal impact for the TT.

With regard to this important proviso, Situationality is the concept which relates to the socio-cultural context of the text, in which a concrete situation can be seen to exemplify underlying truths or trends of the SL culture. In most cases the translator appears to have relied on the fact that he is translating for an international audience and thus made very few, if any, concessions to the possible need for explication of culture-specific SL embedded information (e.g. Minton, Qualcast, Old Charm, Christian Ireland). This culture-specific information may operate at the level of lexis, often due to SL polysemy of units or morphemes (Gateway); or at the level of connotative meanings and associated values (Mary Poppins).

As stated in Chapter One, there is a close link between *situationality* and *informativity* (relating to the degree of certainty with which a TL reader can be expected to read of events, states and processes which were originally introduced within a situation or context which forms part of the cultural experience of an SL reader): here again, the translator of certain texts would appear to have made similar assumptions regarding his TL target reader with respect to background information and knowledge of events: for example, Clermont text SL culture - battle site and famous protagonists: and in the Christian Ireland text, references to the Book of Kells and the Book of Durrow. Whilst these references may not prejudice the comprehension of the global message and awareness of its function, lack of background information will perhaps puzzle or even frustrate the TL reader, who expects the communication to be relevant to his needs.

Intertextuality: As for the criterion of *intertextuality*, i.e. the reference, overt or implied, to other texts in the polysystem of a language, of a similar or different text type, this is very much a feature of audio-visual forms of advertising and might have been expected to play an equally important role in the texts studied. Well-known examples of this kind of intertextuality in advertising include examples from within the same genre, such as the Renault Clio car advertisements with “Nicole” and “Papa”, which formed part of the basis for a humorous promotional advertisement for British Rail (this advertisement actually parodied several different car advertisements in its message). There is also the on-going saga produced by Nescafe, in the form of a mini-soap opera, with a couple facing obstacles and opposition on the road to mutual discovery. The Carling Black Label advertisements have proved their memorability and effectiveness, since they have given rise to other similar ones which take the same approach but surprise the viewer with a twist, and a different product, at the end. Such advertising material is adopted as part of the polysystem of reference by both text producers and addressees, to the point that it becomes a legitimate and easily recognisable frame of reference and index for the medium as a whole, as much as an icon for a particular message.

Consideration of the aspect of *intertextuality* makes the assumption that any text is but one example of a text type, and that this text type will have its own particular characteristics of discourse which constitute the norm for that type. These norms will be particularly well-formed and clearly defined in the world of advertising, yet also, by the very nature of the communicative act, open to adaptation and violation of these norms, albeit within the bounds of credibility or tolerance, in order to achieve maximum effect.

This is one level at which interference from SL norms (of text-type, as well as of syntax or stylistic expression) can result in the creation of a TL hybrid text-type. *Intertextuality* also allows the translator to draw on previous and easily recognisable examples of a given text-type for a frame of reference for a new text within the same type. Rolex have established their own textual framework, through use of a formulaic approach based on the associative link between a famous user and the Rolex watch. The Clermont text draws on SL conventions for tourist brochures, but fails to succeed in the TL, where the norm is a less elaborate and literary style. Conversely, the Christian Ireland text, working from a less elaborate SL style, does not suffer quite so much from violation of TL norms of style for this genre. As for Gateway, it assumes that the TL reader shares the international business values on which it is based but could be said to have too much of the "hard-sell" approach by comparison to TL norms, which have tended over recent years to understate or sell indirectly. Qualcast make no attempt to consider to TL reader expectations; the priority has obviously been fidelity to SL content and style, not to adequacy for TL reader expectations and experience or worldview. To this extent, the Qualcast text could be said to be a hybrid of content, whereas the Clermont text is a hybrid of form (language and structure).

However, it is perhaps not surprising, in view of the nature of the messages studied, that intertextual reference of this kind was not a major strategy in ST or TT production. Other forms of intertextuality include reference to well-known works of literature or to examples and conventions from other genres. Only four examples of intertextuality of any kind were found in the whole corpus, these being in the Christian Ireland text, where two historical works are referred to without any explanation for the TL reader; in the Eurotunnel text, which compares a new employee to Mary Poppins; and in the Rolex text, where an assumed familiarity with the format for interviews with famous people allows the ST producer to make a play on the idea of the "secret of success". Another example of intertextuality is the metaphor in the Gateway text based

on the cowboy myth, as found in countless Westerns which are circulated around the world.

In the corpus as a whole, lack of recourse to this strategy may be explained by the nature of the texts studied as much as by the profile of the addressee, with the emphasis being on informativity about the product or service and the creation of impact through associated qualities, rather than on the construction of a message which assumes prior culture-specific knowledge, which would in fact make greater demands on the TLC competence of the translator and make the advertising text less easily adaptable for a new target addressee in a different socio-linguistic environment.

Cohesion: It is not surprising that there is evidence in the corpus that the criterion of *cohesion* has been observed, given that the nature of cohesive devices is such (see Chapter Five and Glossary) that these should become evident through Source Text analysis. The translator needs to be aware of the relevant and appropriate TL devices for cohesion; it is not possible, through descriptive analysis, to ascertain whether strategies for the recreation of cohesive devices were part of a deliberate attempt to construct a coherent TT or whether they resulted from close conformity to the SL structure, with a (for the translator, fortuitous and convenient) coincidence of forms of cohesive devices between SL and TL. It is also clear that when the translator selects cohesive devices, assumptions are being made about the (target socio-cultural and linguistic) knowledge of the target reader.

Cohesion is concerned with the respective surface structures (linguistic forms) used to convey these aspects of coherence and their intended messages or meanings. It is achieved through repetition of key items of lexis or syntactic forms (which may differ from those used in the ST to achieve equivalent effect and which will include tenses, temporal relationships, dependency and subordination, use of adjectives to qualify nouns and adverbs to modify verbs). Appropriate TL frames (a way of conceiving the internal organisation of human cognition)⁹ are drawn on to establish this parallel, using cognitive frames for a particular event which group together the relevant items of lexis used in a language to describe this event: Neubert gives the example of the commercial event, explaining that this event may be segmented into different aspects or actions by other languages and cultures, so that there may not be a complete overlap between frames. Neubert further states that the translator needs to be aware of how frames determine choice of linguistic and textual processes, also of framing differences between two languages.

In the texts studied, the main strategy appearing to be the recourse to rhetorical devices such as anaphoric reference; less attention has been paid to other, linguistic, markers such as use of conjunctions or other linking mechanisms or discourse connectives, to indicators of tone or to relationships between units of information or parts of a sentence. Instead there is a tendency to list points, indicating some lack of consideration of this textual feature:

Cohesion is maintained in:

4T: by the repetition of a substitute formula for the single word SL heading to describe the qualities of the service offered (e.g. *fiabilité* - our watchword - reliability).

AUSTRALIA: by the repetition of the lists of three nouns, with the retention where possible of the alliterative effect of these (Koalas, Kookaburras and Kangaroos, *Koalas, martins-pêcheurs géants et kangourous*; Crabs, Catfish and Crayfish, *Crabes, poissons-chats et écrevisses*;

Wombats, Wallabies and Wattlebirds, *Wombats, Wallabies et Wattlebirds*)

MERIDIAN: by the introduction of *dès lors* for anaphoric reference and explanation

EUROSTAR: the colour becomes the subject rather than object of the verb: this kind of *personification of colour* in the TT is a repetition of a previously used rhetorical device and thus assists cohesion (choosing a soft grey and lively yellow for the second class coaches and pale blue for the spacious washrooms: *La dominante gris perle, rehaussée de touches jaunes en seconde class, habille moquettes et fauteuils. Dans les toilettes spacieuses, un bleu pâle décore l'ameublement.*)

BARCLAYS II: cohesion is assisted by the repetition of key words, *movement, France, funds, bank, transfer*:

- Restrictions on the transfer of funds from and to France have been abolished with the exception of certain investments involving the control of French companies. There simply remains a requirement to advise the movement of funds between France and other countries when the transfer exceeds FF 50 000. If the movement transits by a bank account, it is the bank which is responsible for the formality of reporting, but in an anonymous form.

A l'exception de certains investissements visant le contrôle de (sic) sociétés françaises, il n'existe plus de restriction sur les transferts (sic) et les opérations de change en France, simplement une obligation d'aviser les mouvements de fonds entre la France et l'étranger quand ils dépassent 50 000 fr.

EFMA: both ST and TT use third person plural pronoun for anaphoric reference to *Bankers and Insurers* (Au delà de la politique des provisions, ils doivent gérer la crise au mieux: *Beyond provisions policies, they must manage the recession as well as possible*)

SAT: similar use of deictic - *telles sont, these are*

Cohesion is not maintained in:

QUALCAST

- Good Looking lawns

This group want a good finish, but seek to minimise the time spent mowing. The lawn must look right - even if they believe that mowing is a chore. *Ce groupe cherche non seulement à obtenir une bonne finition mais aussi à réduire le temps passé à*

tondre. La pelouse doit être exactement comme il faut - même s'ils pensent que tondre reste une corvée.

BARCLAYS I: - loss of *again*, cohesive device for further emphasis

And it is worthwhile stressing again that a united Europe is not a uniform Europe.

Il est inutile de souligner qu'une Europe unie ne signifie pas une Europe uniforme.

4T: cohesion, loss of impact: unclear anaphoric reference in TL, "this sector", does not refer to a preceding noun, as there is no corresponding TT segment to that of the ST: *4T se charge de la traduction de tous vos textes.*

RENAULT: - cohesion: ST has three plural nouns following *facteur de*, but TT has one singular noun and two plurals - no loss of emphasis but loss of parallel structure: *Mode de circulation privilégié, synonyme de mobilité et de liberté, l'automobile est néanmoins facteur d'encombrements, d'accidents et de pollutions.*

The automobile is the number one form of transport, synonymous with mobility and freedom. But it is also a major cause of congestion, accidents and pollution

OLD CHARM: loss of cohesion through repetition of *with* - *with care/ with age*: two different concepts linked, *au fil des années d'entretien*

Some texts, such as those designed for the travel market, make more of an effort to create a more pleasing narrative style and thus pay greater attention to markers for cohesion:

CHRISTIAN IRELAND

- From the 7th to the 9th century, the monasteries also produced masterpieces of the illuminator's art and, even if we cannot say precisely where they were written, two of the most famous of these are preserved in the Library of Trinity College, Dublin - the 7th century Book of Durrow and the early 9th century Book of Kells, the latter being perhaps the most intricately decorated codex to survive anywhere in Europe from the first millenium of Christianity

Du 7e au 9e siècles, les monastères produisirent également des chef-d'oeuvre (sic) d'art de l'enluminure et, bien que nous ne puissions dire précisément où ils furent écrits, deux des plus célèbres d'entre eux sont conservés à la Bibliothèque de Trinity College, à Dublin. Il s'agit du Livre de Durrow, datant du 7e siècle, et du Livre de Kells, datant du début du 9e, ce dernier étant peut-être le seul manuscrit à la décoration aussi sophistiquée qui subsiste en Europe du premier millénaire du christianisme.

However, in many cases the overall result is to produce a rather bland, stylistically neutral text or form of discourse, with few of the more emphatic claims one might expect to find in promotional or PR material. For example, the Eurostar advertisement adopts a rather impersonal style, in the third person, as if to distance the company from any over, hard-sell techniques, with one example of a direct form of address in the first person:

EUROSTAR

- Extensive research went into the lighting, soundproofing and colour schemes to create a peaceful, spacious atmosphere. We want to ensure that you arrive feeling relaxed

Eclairage et insonorisation ont fait l'objet d'une attention particulière, afin de créer une ambiance douce et conviviale en éliminant les désagréments liés à la traversée du tunnel sous la Manche.

-Special spaces have been set aside for disabled travellers with wheelchairs with adjacent seats for persons accompanying them

Les besoins de personnes à mobilité réduite n'ont pas été oubliés. Des espaces ont été aménagés pour accueillir et caler leur propre fauteuil. Juste à côté, une place est réservée à l'accompagnateur.

Making phone calls (business or pleasure) is no problem. With four telephone booths you can keep in touch throughout the journey, except in the Tunnel itself.

Reparties dans le train, quatre cabines téléphoniques permettent de garder le contact avec la famille ou les affaires tout au long du voyage, sauf dans le tunnel.

This apparent neutrality may seem to run counter to text type conventions for this domain, and could be explained as being the result of the attempt to produce a text having as its primary function an informative role, with sales expected to result from information rather than from a more direct approach; perhaps also because whilst the SL text writer is writing for his or her L1 market, the product or service is also going to be offered to other target language markets within an advertising culture which places little value on the linguistic construction of a text, believing that values and associated myths will sell the product regardless of the linguistic frame in which they are presented. A desire to minimise costs by discouraging extensive adaptation of a text and by insisting on an almost direct transfer of unit for unit may also be a further explanation for this lack of attention to cohesive devices.

ST/ TT relationship

Informativity: It has already been noted that the nature of the products being promoted in the texts studied may have some effect on the focus of the translator with regard to strategies selected for TT production. Of the criteria listed, it would be expected that constancy of *informativity* would be one of the prime targets for the TT, in order to convey all relevant information based upon which impact should be created and the addressee convinced of the product's desirability and superiority to other, similar products.

Examples of strategies which relate to this criterion are not as numerous as those relating to acceptability or cohesion, with half of those examples noted being cases where there is loss of information and thus loss of impact and another three-eighths giving, on the other hand, a gain of informativity. Overall the balance should appear to be one of constancy of informativity, but on the level of the individual text, some suffered more than others from this loss; for example, Barclays I, CS Holdings, Meridian, Christian Ireland and Gateway, showing that problems of constancy of informativity are not limited solely to texts relying on factual information.

Gain of Informativity:

4T

Toute croissance passe par une communication performante.

All growth nowadays involves high-level international communication.

- explicitation in TT. ST introduces concept of effective communication, whereas TT stresses international aspect - greater informativity

EUROSTAR

- explicitation, gain of informativity - (*cartes de crédit*) internationales

ADP

- insertion - *to be built* - extra information given to TT reader, presumed known to ST reader, gain of informativity

Loss of Informativity:

BARCLAYS I:

- *any other Community country* is not the same as *à l'étranger* - ST is more precise, loss of informativity

CS HOLDINGS:

- *CS Holding is one of the world's leading financial services groups. Our Swiss domicile, combined with our companies' presence in all important markets, offers the investor a wide range of attractive options.*

- *Domicilié en Suisse et globalement représenté dans tous les secteurs d'activité, notre Groupe ouvre de multiples portes aux investisseurs.* - French loss of informativity - does not include information of first sentence.

MERIDIAN

- modification of informativity through implicature, *barriers to integration*, to simple *harmoniser* - implicature/ EU jargon but loss of concept of obstacles

CHRISTIAN IRELAND

- loss of informativity, omission of date, *from 6th Century...*

GATEWAY

- loss of informativity, omission of descriptive noun, *cattle*, as TT uses *ferme*

Authorial intention: this is very difficult to determine in other than very broad terms of intended perlocutionary effect. It is a factor which could be deemed a very important element of the construction of the SL message, in that this will assist in the form of message structure, including use of lexis, register and explicit reference, which could best guide the addressee in how to read and interpret implicature and allusions in the text. This should also be an important consideration in ST interpretation and in the case of advertising, the translator would normally wish to preserve the impact (as he or she understands this to have been created and intended) produced by certain 'clues' embedded in the ST, whilst not necessarily, of course, being expected to reproduce these 'clues' in the same form, rather adopting appropriate TL forms and conventions for the same purpose and function. Not many examples of such strategies were observed in the corpus, only half of those noted for informativity, and the strategies described resulted, for the most part, in a modification of what appeared to be the authorial intention of the ST.

It is the view of the text analyst, as author of this study and in the capacity of experienced reader of SL and TL texts, that in most cases *intentionality* (dealing with the attitude of the ST author, all aspects and nuances of the ST message, both implied and overt) has been accurately interpreted and translated. Very often the apparent desire on the part of the translator to make ST authorial intention clear may be linked to perceived TL conventions regarding specificity of reference (Jack Daniels gives examples of implementation and non-implementation of this strategy). However, the tendency would seem to be more towards explicitation as a cover mechanism against potential TL reader questions, regardless of which is the source or target language. Of course, due note must be taken of Neubert's warning that the intentionality perceived by the text reader may not always be that of the original author.¹⁰

Where *intentionality* has not been successfully identified or reproduced, this may be due to lack of clarity in the ST (e.g. AVIS) or inaccurate interpretation on the part of the translator (Barclays II) . This has resulted in some degree of loss, usually of implicit but sometimes of explicit information, through recourse to indexical transfer of icon or symbol, or through sentence structure and syntax which distorts relationships between parts of the sentence as units of meaning. Sometimes lack of specificity of intention also occurs at the level of individual lexical units giving different nuances of meaning:

JACK DANIELS

"Each day we make it, we will make it the best we can"

"Chaque jour nous le faisons et nous le ferons de notre mieux"

- shift from initial adverbial clause of time plus main clause to two co-ordinated main clauses, somewhat confusing given difference of tenses used in TL. Needed *où* or *que* after *jour* to bring out same intention as SL

While we, of this generation, would like to take credit for originating the distinctive quality of flavor and smoothness of our whiskey,

Nous aurions aimé que l'origine ainsi que les qualités distinctes du goût (sic) et de la finesse de notre whiskey soient attribuées à notre génération:

- paraphrase: sentence structure difference, same intentionality: *while*, concession, is rendered by opposition, through use of colon to break sentence into two different parts

CHRISTIAN IRELAND

to preach the gospel to the heathen, and to re-introduce the Christian message to parts of the European Continent

pour prêcher l'Évangile aux païens, et réintroduire le message chrétien dans les endroits du continent européen

- same sentence structure, same effect/ impact of message - idea of intention, purpose plus location of enactment of purpose

SUNEXPRESS

Cela nous oblige à rester proches de nos clients, et à anticiper leurs attentes, parfois avec plusieurs années d'avance.

That is why we stay close to our customers and anticipate their expectations, sometimes several years ahead.

- modulation, modified intention: ST has intention of obligation, whereas TT presents explanation

TL Reader Needs

These were previously defined and incorporated into the framework for analysis as including strategies which related to context, appropriacy for text type conventions of style and format, and acceptability of language units according to TL language system conventions.

Context: In the corpus studied there is minimal evidence of attempts to 'localise' *context* for a TL reader, apart from the Gateway text, which relates the TT to expansion in Europe instead of in Ireland, and the Avis text with its references to European rail networks. In many of the instances where strategies appear to have been adopted to conform to contextual needs, the result was a loss of impact, with half this number leading to a constant impact between ST and TT. It may be that this is due to lack of translator competence in identifying TL reader needs or in finding relevant forms of reference which will not impinge on the overall economy of the message by necessitating extended explanations. Or simply that the translator has assumed, by analogy with what have been described as the "universals" of the international consumer community in relation to myths and values, that the TL reader will be familiar with the context of the message. This assumption may well be valid in the case of particular technological products, such as Apple, or Meridian, or SAT, and even for Gateway, on the basis of the prevalence of examples of this kind of American lifestyle in the cinema and on television in the target culture, but is less likely to be appropriate for more culture-specific context such as the interest of certain historical sites (Clermont) and events (Christian Ireland).

Appropriacy: Questions of *appropriacy* relate to the way in which the style and use of language in a particular text relate and conform to the expectations of the target reader for that particular text type in that specific situation. The reader must be able to identify the intended speech act function of the message, if he or she is to react to this message in a way similar to that intended by the text producer. As a result of variations in the linguistic and stylistic norms for text types and speech act functions from one socio-linguistic culture to another, it is essential that the target, translated text should conform to the norms of the target language culture. Any deviation from these norms may mean the text will lose impact and may not fulfil its intended function towards the

TL addressee, although sometimes it is of course possible to choose to deviate from norms in order to achieve a specific effect, but this intention should be clearly identifiable from the way the rest of the text is structured and from the way in which the message is constructed. Some texts, such as Clermont, illustrate the need to adapt conceptual frameworks to suit TLC norms and conventions: in the Clermont text, the underlying metaphor in the SL is that of seduction, with the reader as passive object, whilst in the TL this is replaced by the more active image of exploration by the reader as actor.

4T

Pour chaque type d'intervention 4T met à votre disposition des traducteurs confirmés.

We place at your disposal seasoned professionals

- appropriacy, loss: literal translation leads to unusual collocation of *disposal* plus person/ *seasoned professionals*. More appropriate choice would be "at your service"

EUROTUNNEL

- appropriacy, transposition to nominalisation: ST impersonal construction, *it became apparent*, rendered by abstract noun as subject, *la nomination devint...une nécessité apparente*

RENAULT

- appropriacy: use of inverted commas for figurative use of "see " with car

SNECMA

A la Snecma, l'innovation privilégie trois objectifs prioritaires: fiabilité, économie, écologie.

At Snecma, innovation puts a priority on three foremost objectives: reliability, economy and ecology.

- lack of appropriacy: personification of *innovation* is rather literary for a TL document dealing with a technical product

Impact on the target reader: In the light of the descriptive analysis as quantified, and according to the analyst as experienced reader of SL and TL texts, it would appear that a proportion of the translation strategies adopted in this corpus of texts have led to a degree of loss of *impact*,¹¹ and therefore of perlocutionary effect,¹² on the target reader. It would appear that for the producer of the target text, the question of global impact of the text, as message and as sign for the product, takes second place behind considerations of *acceptability* and accuracy of *information*.. Sometimes the criterion of acceptability has dominated to the extent of modifying what appears to be the original intention of an SL unit; sometimes the constraints of space have dictated TL choices despite a lesser degree of acceptability of these (as for Sunexpress and 4T). Descriptive analysis shows that considerations of TL acceptability have led to the second highest number of instances of translatorial decisions which can be attributed to this criterion in the corpus as a whole. Overall, the majority of choices were appropriate for TL language conventions and still managed to maintain a constant level

of impact on the TL reader within the TT message. Compared to constancy of impact, only one fifth of choices were deemed to have caused loss of impact and one tenth to have modified this. It could be deduced from this that the translators involved, regardless of translation brief, text type and product or service, had for the most part adopted an approach which is more linguistic in nature, taking the unit of translation as a unit of language rather than based on meaning, and drawing on interlingual, intersystemic transfer competence when making choices for the TT. The fact that the texts are intended to be mainly informative rather than to create any sustained literary effect may be of significance in the resulting overall constancy of impact.

Acceptability: The question of *acceptability* is linked to that of *intentionality* and relates to the attitude and expectations of the TT reader, who has to be able to identify with both form and content, although there may be some degree of tolerance with regard to the form, in order to read the text in the manner intended by the author. To be acceptable, a text must, “conform in terms of textual features, including standard grammatical and lexical patterning”.¹³ Neubert also states that acceptability is often a primary characteristic of texts and that for some approaches to translation it is the main factor for TT evaluation. Identification, through analysis, of examples of this criterion reveals incongruities at the level of sentence structure - order of presentation of information; and lexis - appropriate collocations, domain specific jargon, polysemy, iconic use; as well as at the level of syntax:

4T

Exportez l'Ecrit

BY TRANSLATIONS

- acceptability: TT has rather clumsy construction which does not "fit" with syntax of preceding heading

ADP

- acceptability: lack of careful revision at final editing stage; typographical error - *falicities* instead of *facilities*

- continuous verbal aspect conveyed in SL by verb form *être en train de* + infin, in TL by Continuous form of verb: transposition, acceptability

AVIS

- transposition for TL acceptability: note SL *hired* (past participle) becomes verbal noun phrase, *de location*

CLERMONT

- acceptability: use of capital letters - why shift from lower to upper case for *parcs naturels* - *Natural Parks*, unless there is lack of TL competences? Is the assumption that the term Natural Park has a value as a unit in the TL, or is this an example of substitution of index for icon through false analogy and inaccurate observance of TL conventions with regard to capital letters and place names?

JACK DANIELS

- acceptability, misplaced accent on *goût* (*gôut*)

OLD CHARM

- acceptability: singular mass noun, *furniture*, becomes plural count noun, *des meubles*

- acceptability: interference from SL style/ syntax ? ellipsis of ST - *and beyond* - does not seem to fit TL style - *et au delà*, would seem to require an object noun

SAT

- acceptability: use of Present Simple in TL fails to bring out the continuous aspect and modifies the intention from continuing action to statement of fact

- transposition, acceptability: ST adverbial phrase, *chaque jour*: concept of time is transposed into TL adjective *daily*

- acceptability: difficulty of translating the SL partitive *en*, *en ont fait*, TL substitutes *it* - loss of cohesion as it is not clear to what the pronoun *it* is intended to refer

- acceptability: American spelling of *center* may indicate translator training or else target audience

SNECMA

- transposition, acceptability: SL infinitive to TL gerund

- acceptability: word order, adjectives listed before noun in TL, after in SL,

c'est être le garant d'une propulsion toujours plus sûre, plus économique et plus performante.

and always seeking safer, cheaper, more efficient means of propulsion.

- acceptability, transposition: note SL use of definite article with name of company, not in TL

The criterion of acceptability can be seen to apply to a range of strategies, from simple transposition in order to comply with TL norms and rules of syntax; to word order; UK or US form of spelling; singular or count nouns; single word adverb or adverbial phrase. Where inappropriate choices are made according to this criterion, the error may be due to inadequate TL/SL comparative systemic knowledge; or to interference from the SL which is not detected upon revision of the text; or to inaccurate information about the target text addressee; or to translatorial idiolect based on a particular form of parole of a language, attesting to lack of translatorial competence in relation to the preceding criteria.

Linguistic strategies: Since it would appear from text analysis that many translatorial decisions have been taken, in the texts in this corpus, on the basis of intersystemic transfer, it is useful to consider how certain types of strategy, proposed by scholars who advocated this approach such as Vinay and Darbelnet, and Newmark, can be of assistance in describing these choices. These strategies are listed in the criteria for analysis and in the individual and summary tables.

With regard to the transfer of *loan words* from SL to TL, this was successful in half the examples noted, with some loss or modification of impact resulting in some instances. Successful examples are often, but not always, those where the SL forms a lingua franca for domain-specific terminology. Sometimes a word which is a loan from the TL and used in the SL cannot be re-used in the TL in the same sense. For example:

AUSTRALIA

Wombats, Wallabies and Wattlebirds

Wombats, Wallabies et Wattlebirds

- cohesion: alliteration preserved: a) because first two terms are in fact aboriginal names and as such are used as loan words in TL in same form

BARCLAYS II

The criterium for residence may be any one of the following

Les critères de résidence sont les suivants:

- acceptability and use of loan word: error in ST spelling of loan word, criterion; TT either misunderstands status of *criterium* as plural, or makes what seems a more accurate choice, given that a list follows, thus making *critères* agree in number with list. This ambiguity is facilitated in SL by lack of a marker for number in *may be*, whereas in the TL number is clearly indicated - *sont*

CHRISTIAN IRELAND

where a nascent Christianity had largely been wiped out

où le christianisme naissant avait été anéanti

- appropriacy: loss of more formal register by loss of (loan) word of Latin origin, *nascent* which is clearly marked in SL, substitution of less marked word in TL.

CLERMONT

- neologistic use of TL term to correspond to SL unit: *plantings* seems like an attempt at a neologism, rather like an analogy with the way in which the SL has created a noun from a combination of the verb, to park and the adjective, parking (le parking = parking place): thus *plantings* would seem to be a neologism, following the same process as "parking" but re-applied within conventions for TL acceptability, incorporating the need to make this new noun plural by the addition of an "s". Also an attempt at economy, by the avoidance of having to expand *parterres* to bring out the concept of "flower-beds/ grounds planted with flowers" inherent in this word. Attempt to use a loan word iconically, not to be recreated in TT

CS HOLDINGS

- German ST uses English loan term, *timing*, whereas French uses explicitation to bring out meaning, *l'utilisation judicieuse des opportunités* (however note neologistic use of *opportunités* in English sense, instead of *occasions/ possibilités*): indexical expansion

EFMA

- literal translation of a loan word in superlative form, *les plus performants*, not appropriate, also can't use *performing* as adjective in TL in this collocation/ context, not used in TL to describe levels of achievement, only in collocations to describe nature of act - performing seal, performing arts. Better to use successful, best-selling.

EUROSTAR

- loan word: despite recent ban on *anglicismes* (loi Toubon), TL retains SL term *designers*; more prestige, probably increased impact, also emphasises connection with UK, hence perhaps a symbolic sign for SL index

RENAULT- loan word in SL for this context (traffic) is not loan word in TL

There was only one example of a through transfer, or *calque*, in the ADP text, where the name of the institution was translated word for word, instead of retaining the SL acronym, but even here additional information was required in order to conform to TL

norms for names of organisations : *Aéroports de Paris* becomes *Paris Airports Authority*

ROLEX

- loan word, *drives* : English sporting terms are often adopted in the TL

ADP

soit les deux tiers de Paris intra-muros.

an area equivalent to two-thirds the area of Paris, excluding its suburbs.

- TL appropriacy: TL does not use Latin loan term in this context so a descriptive explication is necessary

Literal translation : it has been argued that this is a useful and valid translation strategy in the context of business translation and in particular in aspects of the message having legal or attitudinal implications.¹⁴ In the corpus, there are some example of where this strategy has been adopted with successful transfer of impact, at the level of lexis, syntax and sentence structure, but there are also examples where this has resulted in either loss or modification of impact for that unit of meaning.

Examples include: ADP

- aviation d'affaires: *business flying* - literal translation without consideration of appropriacy in TL terminology, would read better as "business travel/ flights/ traffic".

APPLE

The power of persuasion:

Le pouvoir de persuasion:

-literal translation gives unacceptable TL syntax for the apparently intended meaning, should have definite article, probably no loss of impact despite this

BARCLAYS II

- *global* : literal translation. In the TL this refers, in this collocation with *revenu*, to total, aggregate, income; potential polysemy is created in TL, which is not present in SL, through use of lexis. To achieve greater clarity would have required explication, with something like "from all sources". This particular unit gives rise to doubts as to whether English is really the SL, as the reverse would be easier to explain in terms of sign interpretation.

CLERMONT

Né au 17e siècle de l'union de Clermont, cité épiscopale, et de Montferrand, ville comtale fondée au 12e siècle, Clermont-Ferrand possède un passé prestigieux.

Clermont-Ferrand has a highly prestigious ancestry, being born in the 17th century of the union between the cathedral city of Clermont and the earl's seat of Montferrand

- mainly a literal translation of SL signs, at the level of index rather than symbol

- lexis, literal translation, faux ami, *ancien* translated as *ancient*, when in fact appropriate collocation here would be *extinct* or *former*.

EFMA

- unusual collocation, *heavy (context)* produced by literal equivalent in TL of SL collocation

- literal translation, modified intention/ information *commerciale* does not seem here to refer to kind of trading method but to internal organisation of a company. A further example of the indexical mistranslation of SL organisation

- *susceptible de différencier l'offre* - literal translation which carries no clear meaning: underlying meaning is one of making the company stand out from the others in what it has to offer

It would appear that literal translation may work in the case of terminology, where the meaning of compound nouns can be deduced from the different components, but in most cases for advertising texts the recourse to literal translation results in inappropriate style or unacceptable use of TL signs for the intended meaning in context.

Transposition, or the adoption of a different form of language unit to conform to TL systemic conventions, can be seen to be the most frequently adopted strategy in the corpus, again confirming the impression that the linguistic approach is the one most often adopted as an overall methodology by the translators concerned, irrespective of product, service or translation situation. Very often this strategy is required in order to conform to the criterion of acceptability to TL norms, so that the two are to some extent interdependent in many cases. This is why the high incidence of recourse to transposition in a translated text is not necessarily an indicator for the overall success of the text in its TL function, as can be seen from the examples of the Gateway text, which has a high rate of transposition strategies and yet succeeds overall in recreating image and impact, compared with the SunExpress text, which also has a high rate of transposition strategies but fails overall to reach a level of TL acceptability which would enhance its function for TL readers.

On the other hand, in some texts, such as 4T, there is little evidence of use of transposition as a translation strategy, and this text also fails to achieve full TL acceptability, which detracts from its impact and ultimate function, especially in view of the claims of this particular text to offer a service based on accurate and appropriate communication for any context. More specifically factual texts vary considerably in the extent of reliance on transposition, such as Apple (few instances) or Barclays II (several examples). Texts which adopt certain rhetorical devices and are more clearly aiming to create effect through use of language, such as Clermont, Christian Ireland, Australia, Eurotunnel, have indications of greater recourse to transposition, whilst Rolex, which is equally focussed on effect, but at the level of play on words, ambiguity and polysemy of reference, does not. Examples include:

AVIS

When you get off the train, just think: AVIS TRAIN + AUTO,

Le réflexe AVIS TRAIN + AUTO dès la descente du train.

- transposition: ST imperative form of direct address to target consumer becomes TT statement of fact but with implied imperative force

ADP

- use of definite article in SL for specific kind of traffic, no article in TL, more generalised concept of traffic as no definition following: transposition

BARCLAYS I

- transposition: ST uses *by* + verbal noun deployment, TT introduces verb, present participle form but functioning as gerund, *en procédant*, stressing action, same impact EUROSTAR
- transposition: shift from SL active verb plus adverb, *worked together*, to statement of fact, *ont conçu* - emphasis on more abstract aspect of design
- transposition: *adjective* lively becomes a past participle of agent, *rehaussée de* OLD CHARM
- transposition: relative clause, which combined, of ST replaced by present participle of TT, *alliant*

Overall it must be concluded that in a situation where the brief has been to emulate ST structure and order of presentation of units of the message, recourse to this strategy is mainly dependent on awareness of rules for intersystemic transfer and does not necessarily bear a direct relation to the product or service being advertised.

Modulation of perspective often results from an approach which takes transposition and acceptability as the prime consideration. In the corpus, this strategy often results in a modification of impact :

APPLE

- loss of concept: no translation of *easy* (modulation/ loss of impact)
- TT adopts more factual tone whereas ST has more direct style of address, 2nd person (modulation, modification of impact, not necessary for TL appropriacy)

JACK DANIELS

The Difference in Jack Daniel's

Un Whiskey différent: Jack Daniel's

- modulation, transposition: shift from abstraction of a particular aspect, quality of the whiskey to application of this quality to the whiskey as a whole

MERIDIAN

- slight modulation through use of collocations: *critical factor* (repeat) / *facteur clé* (urgency versus solution)
- modulation for cohesion: again shift from second person direct address to third person si- modulation: loss of aspect of aggression and emphasis on action, *tears down the barriers*.: in TL *est capable de* only carries stress on desired effect, not manner in which it is achieved
- ngular, personification of *une entreprise*

OLD CHARM

HISTORY IN THE MAKING:

UNE DIMENSION HISTORIQUE:

- modulation through transposition: ST stress on action, on-going. TT focus on quality, aspect, not action

However, in one third of the examples there is successful recreation of a similar level of impact:

AUSTRALIA

- slight modulation, shift in qualifier, from every (=each one) to *les* (cumulative, all-encompassing) - due to TL Acceptability

- modulation, loss of concept of design, shift to personification of travel guide, for TL Appropriacy

EUROTUNNEL

- modulation: shift from impersonal *which*, referring to admin and editing, to personalised action, *c'est en gardant... qu'elle...*
- modulation: adverbial clause of purpose, linear sequentiality, *in time to meet*, becomes adverbial clause of manner, *tout en respectant*, descriptive simultaneity, result of transposition

ROLEX

- TL form *called it*, to *s'en souvient*: : also, modulation through transposition, shift in time to Present Simple, as if quoting player's comment made now, longer after the event than implied by Past Tense of *called it* - greater immediacy/ impact ?
- modulation: shift in focus from *peers* as subject of *regard*, to two abstract nouns as object of *suscitent*, with the agents, *ses pairs*, as (passive) possessors of these qualities rather than active actors

Overall, modulation appears to be a result of another strategy (generally for acceptability, appropriacy) rather than one adopted primarily and deliberately for its relevant function. This strategy can result in modified intentionality or informativity, as well as affecting acceptability and appropriacy, and its impact should be reviewed in the immediate context of the sentence or text segment as well as in the global message.

As far as the need for finding *cultural equivalents* is concerned, this does not seem to have been a problem in any of the texts studied, perhaps because of the reliance on shared myths, values and metaphors. In cases where culture-specific references exist (e.g. Clermont, Christian Ireland) there would be no relevance to the context of the text if TL culture-specific references were to be substituted (for references to historical sites and documents). Since the aim of international advertising is to reach the widest potential market, and even within each of the anglophone or francophone worlds this will include many different socio-cultural environments, this form of reference has clearly been excluded from strategies for ST production in most cases.

The approach of *adaptation* does not appear to have been one which was adopted by any of the translators, perhaps because in all cases translators were working to a brief which involved taking the ST as the point of departure and producing a TT which had a clearly identifiable relationship to that ST in terms of shape, form and units of meaning as well as in relation to impact and overall message. This approach would be more relevant to those companies which are moving towards localised production of a message in the target language, based on a brief which consists of ideas and information, image and intention, rather than on a specific ST.

The same is true of the concepts of *functional* or *descriptive equivalents*, since the advertising text is not seeking to report what is happening in another culture, but to make a message relevant to the culture of the addressee. There is no need to describe culture-specific institutions through explanation or by analogy with a similar institution in the source culture. This is why analysis only identified a few examples of descriptive equivalents in the entire corpus:

AUSTRALIA

-descriptive equivalent: Scuba-diving : *Plongée sous-marine autonome*

EFMA

- *paix sociale*, descriptive equivalent of a very abstract concept, well interpreted in meaning but not in choice of lexis - better perhaps, *good staff relations* ? or perhaps *morale* ?

The notion of the *official translation* is exemplified, in this corpus, by the strategy of selection of the appropriate terminology for a domain-specific use of language, in texts such as ADP, Barclays I and II, CS Holdings with business terminology; for Apple, Gateway, Meridian, SAT and SNECMA, there is terminology of the relevant technological field; for Eurotunnel, Eurostar, Renault, there are terms relevant to the product or service. In most cases this is a translation problem which has been solved by the appropriate research and selection, indicating that this is one strategy which does not pose a particular problem for translators. It may also be that translators working on texts promoting more technological products or company-specific terminology will have the benefit of greater experience in this text type and are likely to be either agency-employed specialist translators, or similarly specialist in-house or free-lance translators.

In texts where there is a particular stylistic effect based on SL norms and conventions, or where there has been recourse to paraphrase, it may be expected that there will be the need for some mechanisms for *compensation* in order to preserve overall impact for a unit of meaning or text segment. However, not many examples of this were noted in the corpus; most of those noted resulted in a successful recreation of impact. This may be due in part to the relative lack of emphasis on rhetorical devices to create effect in each ST, also to the relatively low incidence of paraphrase as a translation strategy, as discussed above. For example:

4T

Your impact depends on the form of your message as much as its content. The wording and the layout of your texts must be flawless.

- compensation through explicitation.

And make people take notice tomorrow.

Vos documents ne passeront pas inaperçus.

- TT use of negative for stress, compensation, impact constant

EUROSTAR

and can be used by anyone, as they take credit cards and the special Eurostar card on sale in the bars.

Et pour pouvoir être utilisées par tous, quelle que soit la nationalité, les cabines acceptent les cartes de crédit internationales ainsi que la carte Eurostar en vente aux bars

- unnecessary qualifier: *quelle que soit* - overcompensation

One strategy which is available to the translator assumes the existence of certain prior (linguistic or socio-cultural) knowledge on the part of the TL addressee. This is the strategy of *implicature*, sometimes described as compression or encapsulation, which allows a certain economy of use of language and can lead to increased effect. Hasan explains that implicit units can co-exist in a “string” or utterance with more explicit ones, with all units falling somewhere between the two extremes of these. It is noted that implicature can only be identified in the context of this study by comparative analysis with the corresponding text segment in the other text (as perceived by the analyst). It is also suggested by Hasan that implicature, or implicit style, can sometimes, but not always, rely for its success on a certain degree of social setting and “intimacy” between interlocutors. In the case of advertising it could be argued that this “intimacy” is created through the careful construction of a message in an identifiable form which invites a specific form of participation in the interpretation of this message by the text reader, relying on the reader subconsciously to expect to find, and draw on, Grice’s maxims which together constitute his Principle of Co-operation.

According to Grice’s maxim of quantity, the success of implicature should be measurable by the degree to which the unit (of a message) is as informative as is necessary, neither more nor less. In translation, the degree of necessary informativity of a TL unit can be judged by comparison with the information content of the corresponding SL unit. Implicature may result from stylistic conventions or syntactical requirements of the target language, in relation to text types or intrasystemic rules. It may also result from judgements made by the translator as to the level of (source- and target-culture related linguistic and socio-cultural, intertextual or other) knowledge which can be assumed to be possessed by the target reader.

However, if applied without due consideration of TL reader needs and profile, this can result in a loss of information and of impact. In the corpus some thirty examples of this were found, approximately the same number as for loan words, literal translation and terminology transfer. In some instances noted, implicature resulted in constancy of impact:

JACK DANIELS

Modern technology has offered appealing shortcuts - alternatives to the historic procedures practiced (sic) by our forefathers.

La technologie moderne nous a offert des alternatives aux procédés de nos ancêtres

- implicature - omission of verb *practise* in TL, simple possessive. *de nos ancêtres*

MERIDIAN

- implicature: two concepts of *sound*, adjective and *base*, noun, are rendered by single abstract noun, *solidité*, loss of metaphor but no change to impact or informativity but in others, implicature led to loss or modification of impact,

ADP

- implicature in TL through combination of two ideas (transport aérien et au confort des passagers) into a more global concept - transport facilities: two indexical signs become one iconic sign, loss of aspects of meaning/ Informativity: Index +Index, becomes - icon

BARCLAYS II

- implicature, loss of specificity, as TT does not indicate *formalités* of what, whereas ST states, *of reporting*

SNECMA

- implicature: TL contraction from *un plus grand respect* (reflects mental attitude) *de l'environnement*, to simply, *clean environment* (concrete fact)/ repeat of earlier use of same collocation/ expression

This shows that this is a strategy whose use demands a high level of TL and TLC competence on the part of the translator in order to respect TL norms and preserve informativity, authorial intention and impact as for the ST.

Another very useful strategy, which is most often noted in comparing source and target texts, is that of *explicitation*.. Depending on his or her competence in target language and culture, the translator will feel the need to make certain implied information in the ST more overtly accessible to the TL reader. The majority of examples noted in the corpus led to constancy or even gain of impact:

EUROSTAR

- explicitation: *leurs efforts* : inserted subject for greater explicitness and abstraction from involvement of designers to concentrate on results

JACK DANIELS

But, as Mr Daniel proclaimed so long ago,

**(nous aimons penser que nous sommes restés fidèles) au crédo que Monsieur Daniel a proclamé il y a longtemps:- explicitation to bring out underlying intention (analyst's brackets)*

ROLEX

Together they ensure one thing: however tough the going gets, the tough will always keep going.

Dans les pires conditions qu'impose le jeu, Severiano Ballesteros poursuit imperturbablement sa course. Tout comme sa Rolex.

- explicitation: loss of idiomatic expression rendered by explanatory clause: also loss of impact through loss of idiom and repetition of *tough* and *going*

with very few examples of loss or modification of impact.

GATEWAY

- explicitation: does *quantites tres importantes* really have same impact as *huge* ? lesser intensification

AUSTRALIA

- explicitation of second term of reference from general to named specific - *la Barrière de Corail* Perhaps incorrect induction based on other items in list, but may result in loss of scope/ information

This would tend to indicate that this is both a necessary and a successful strategy to adopt in this specific text type. The nature of the text as primarily a written message with no accompanying images means that economy of use of language is not a primary concern (except for catalogues and other texts where space is at a premium, such as SunExpress) and so in most cases explicitation will not pose problems of space, unless used excessively (which is not the case in any of the texts studied).

The use of *translation couplets* tends to be linked to aspects of information which are SL culture-specific, such as reference to institutions whose name it is important for the TL reader to know but whose function needs to be described or explicated in some way. Probably for reasons similar to those listed above in relation to functional and descriptive equivalents, there were no examples of this strategy in the source or target texts studied.

One major strategy which seems to have been adopted by all translators of texts in the corpus is the recourse to translation at the level of interlingual index, through selection of items of TL lexis intended to be *synonyms* for SL lexical units. For this strategy, there is a mixed outcome in terms of constancy of impact, with constancy being achieved in as many cases as there are modifications of impact. Only in four cases was there perceived to be any gain in impact, whilst in twenty six cases there was a loss of impact. Overall the selection of appropriate items of lexis in the TL, with all associated values, connotations and exclusions of aspects of meaning as for the SL unit, is clearly one which posed significant problems in terms of accurate selection and message reformulation.

constancy of impact

4T

- *savoir faire/ expertise* - synonym, as SL term can also be used in TL, avoidance of more "foreign looking" loan word perhaps, although *expertise* also a loan word.

GATEWAY

- synonym: *status* reflects prestigious state of being, is; *label* reflects designation, accolade given: icon for index, similar impact could be expected

gain of impact

GATEWAY

- gain of impact, synonym, *leader*, becomes more emphatic and positive, implying greater sense of competition: *champion*

SUNEXPRESS

- synonym: TT more economic in formation of single word neologism - *telesales representatives*, becomes *télévendeurs*

loss of impact

SUNEXPRESS

- synonym: surface structure loss of superlative: top quality becomes *de qualité*

JACK DANIELS

- loss of information [*appealing shortcuts*]: synonym, *alternatives*, is more general in impact and in formativity

modified impact

EUROTUNNEL

- synonym: mitigation of intensity from enormous to *de plus en plus*, index to icon

- synonym: are *editing* and *préparation* equivalent tasks ? possible modification of informativity

OLD CHARM

- synonym: analytical phrasal verb, *set out to*, becomes synthetic verb in TL, *réalisait*: modification of intention /timing

It was anticipated that identification of speech act function of text segments might prove another useful category for description of strategies for message transfer. If the translator is aware of the intended speech act function of an ST segment this should enable him or her to select the appropriate TL forms to fulfil a similar function in the TT. However, perhaps because the overall speech act functions of persuasion and information, linked to the imperative and appellative approach (implied or overt), form the basis for each text studied, as a result of the text type and genre, with similar text function for ST and TT, there are in fact not very many examples where this could be deemed to have been a deliberate choice of strategy. Where this is a relevant 'label' for description, the few examples discovered vary between constancy and loss (through omission of a text segment) or modification of impact, with substitution of the appropriate TL forms:

constancy of impact

4T

Toute latitude pour vos traductions:

4T - THE GLOBAL MARKET IS YOURS

- The TT maintains same form of address, second person, not clear whether in singular or plural, appropriate for direct advertising in establishing relationship with addressee: ambiguity singular,/plural achieves dual effect in both ST and TT through use of this form of address, which could be polite singular or plural. Speech Act function of promise is constant, although different language unit.

ROLEX -synonym: ST has “quit” as implied Present Simple, “I quit”: TT has used infinitive, *abandonner*. ST idiomatic use has been recreated in TT, same concept, action of conceding defeat, giving up the fight, same symbolic associations.

gain of impact

AVIS

and you will quickly be on your way to your destination,

c'est la certitude de repartir sur le champ

- speech act function of reassurance is reinforced by introduction of *certitude* - gain in impact, different language unit

loss of impact

BARCLAYS I

The laws and directives of the Community will be there to help you should obstacles be placed in your way.

(xxxxxx) (omitted in TL)

- loss of additional promise of service/ help, reduction of marketing message impact

- loss of speech act function

modified impact

4T

Exigez la perfection

BY TEXTS

- modulation, substitution of construction implying manner of achieving results for direct SL imperative, leads to change in Speech Act function and loss of implicature (we offer perfection)

APPLE

Don't settle for work that looks good when it's just as easy to create work that looks great.

Pour donner bonne mine à vos idées, regardez de près les scanners, moniteurs et imprimantes Apple.

- different informativity context, reiteration of product types replaces more generalised exhortation to use product- modification of speech act function

Sign-function: A major interest of this study was to determine whether considerations of sign-function in SL and TL might be a relevant strategy for the successful recreation of a message. Analysis showed that this could be a valid approach in describing almost as many TL choices as for transposition, and more than for acceptability or for synonymy of lexical units. Examples noted show a general trend towards a recreation of the sign-meaning relationship which remains constant in comparison to that of the SL sign. Where there is loss or modification, it tends to be in the form of a shift from

more abstract to more concrete forms of reference with a concomitant loss of associative values.

This is important for the translator of advertising texts, in that insufficient attention to SL sign function can result in a loss of impact for the TT, at the level necessary interpretation by the TL addressee. This involvement of the addressee with the text, and the need to participate in the communicative event through the mechanisms embedded in that text by the text producer, form part of the way in which the text is constructed in order to convey a message which will enable the text to fulfil its intended function in the target culture. Any loss of sign-function at a more abstract level of signification, or replacement of this by a more concrete, directly perceivable link between sign and meaning, will reduce the complexity of the message and decrease the degree of involvement required on the part of the addressee. Attention to sign function is thus an essential element of the translation decision-making process. Examples of sign function transfer include the following:

Icon: this has been defined, in the context of translation, as a single unit of meaning which consists of a group of signs, for which the corresponding TL unit may be another icon or may be a single lexical item or word, thus resulting in an indexical transfer:

For iconic signs, the values remained mainly constant in terms of impact within the TT but with some examples of loss or modification:

icon-icon-constant

CS HOLDINGS

- terminology: *émission d'emprunts* , *securities underwriting*: icon for icon
EFMA

Tenir le cap

Holding Course

- navigation metaphor maintained in TT: icon for icon

EUROTUNNEL

- substitution of fixed expression for fixed expression, *not to mention*, *sans parler de* :
icon for icon

with only a few examples of a shift to a more symbolic sign function:

EUROSTAR

Something special

Un cachet particulier

- TL term *cachet* is more specific in its appeal to self-image by identification with image of Eurostar, where SL appears less specific. Symbol for icon

There are some examples of constancy of effect being maintained through a shift from icon to index:

EUROSTAR

- *Cellular network phones* (icon, single unit of meaning created by formation of compound noun) becomes index - *radiotéléphonie*, single word corresponding unit of meaning.

but just as many examples of loss or modification of impact:

icon-index - loss

EFMA

- literal translation: *the cohesion of the personnel* - inappropriate indexical, literal translation which conveys little meaning in terms of choice of lexis: better "maintain staff loyalty / solidarity" ? SL syntactical interference: index for icon, loss of impact

GATEWAY

- loss, index for icon (*be big on* ideals - *grands idéaux*)

MERIDIAN

If you have the money, you can more or less do what you want, when you want.

En disposant de ressources adéquates dans ce domaine, elle peut, dans une large mesure, faire ce qu'elle souhaite, au moment où elle le souhaite.

- idiomatic expression "*do what you want when you want* " is more economical than TL version: index for icon, loss of impact

The overall impression is that iconic sign function is more difficult to recreate in the target language without loss of impact, since it relies on a more global, inclusive form of sign-function and a greater degree of language competence, in order to select a sign having a similar range of inclusive meanings to create a similar overall meaning, than simple systemic or lexical knowledge. Thus it could be argued that in some ways, for translation the iconic sign function becomes more abstract than that of the index, which has only to relate to a missing, unstated element (for example, a name refers to a person or object). However, the fact remains that the icon has to be experienced as a whole unit of meaning, whereas for the index the sign interpreter has to identify the appropriate associated concept by means of which the index signifies, so that Peirce's definitions for these signs are still relevant for translation and for the translator.

For indexical signs, which function at the level of direct link rather than global representation of meaning, the transfer of these to similar indexical signs in the TL does not appear to have posed any problems in terms of impact.

There are also several examples of :

shifts from index to icon

4T

Exportez l'Ecrit

BY TRANSLATIONS

- ST picks up on the geographical aspect of latitude and introduces the business-related concept of export. An invitation to see the written word as a product. Sign

function shift from index to icon, associative meaning to unmediated loss of breadth of impact, through explicitation

4T. les mots aux 4 points cardinaux

Avec 4T devenez 4 fois plus performant:

Worldwide Contacts

- descriptive equivalent of stylistic device of play on words; again ST stresses both geographical and business aspects likely to interest a client, with variation on theme through use of expression, 4 points of the compass. There is also the loss of the SL play on the number 4, as in the name of the agency, picked up in the idiomatic expression and the concept of multiplication of success. loss of impact

- at the level of sign function, a shift from indexical reference to a more iconic form of representation, with concomitant loss of impact by restriction to a single interpretant from range of potential, dynamic interpretants. Implicature sometimes results in loss but also ensures constancy of effect in half the cases:

EUROTUNNEL

- transposition: *fast-developing*, using continuous aspect for greater descriptive value, to adverbial phrase with past participle, *sans cesse plus étendu*, implying result, not on-going process: index to icon, impact constant or gain

GATEWAY

- implicature: compression of two separate concepts, *commitment and service*, into more global and economic *savoir-faire* (implied, in business as a whole, not just in production): icon for index, impact constant

with loss or modification in other examples:

BARCLAYS I

- implicature: *demand in the local market* becomes simply *demande locale* : index to icon, loss of information hence loss of impact.

The examples above suggest that the translator has attempted to preserve impact through a more globally representative sign function.

Conversely, examples of iconic sign function being replaced in the TL by indexical signs attest to a lack of translatorial competence in the creation of effect, as more examples lead to loss or modification of impact than to constancy of this (see examples above).

As for symbolic signs in the SL, most of these have been successfully reproduced in the TL, e.g:

GATEWAY

- *ferme familiale* (cohesion, introduction of alliteration) *exploitée depuis 4 générations*: symbol of tradition recreated in TL. This is also a form of intertextual reference, relying on reader familiarity not only with culture specific concepts but also with films and literature which take this lifestyle as the background to the plot.

MERIDIAN

A FOUNDATION FOR SUCCESS

LA CLE DU SUCCES

- different metaphor at work: ST is based on building, construction, starting point: TT takes metaphor of secret, of locked door, of a solution being given to a problem
- symbol for symbol

with only one or two examples of unsuccessful transfer. There are also a few examples of attempts to create a more abstract sign-meaning relationship in the TL through a shift from icon or index to symbol, mainly resulting in loss or modification of impact, but in three cases with a gain in impact.

Symbol - icon loss

JACK DANIELS

- informativity, TL reader needs: *l'eau de vie* is brandy not whiskey, shows either attempt to play on words, compensation (icon for symbol) to retrieve polysemy of Spirit of Tennessee, or lack of careful checking (index for symbol)

4T

Toute latitude pour vos traductions:

4T - THE GLOBAL MARKET IS YOURS

- at the level of Sign Function there is an overall loss of impact: there is a shift from symbolic (existential link) representation of meaning, with its potential polysemy through different interpretants (latitude recalls globe and is associated also with breadth in global and general senses) to an iconic sign function (unmediated, directly perceivable, more directly explicit in its frame of reference and with resulting loss of ambiguity). The TT sign is appropriate for discourse type and underlying, assumed values

There are also examples of symbol-index loss of impact:

EUROTUNNEL

- in true Mary Poppins style, transposition to focus on character, adjective *véritable* referring to MP by direct comparison rather than by induction from style: assumes TL cultural knowledge or ignores potential loss of information for TL reader; however this intertextual reference is essential to understanding the explicit comparison in the text. Symbol for symbol but loss of impact if symbolic value is unknown to TL reader, so that TL sign becomes indexical.

GATEWAY

- compensation and contextual assistance for TL reader, insertion of reference to *Silicon valley*, to stress difference from crowd/ i.e. , by analogy, herd, which image is lost by translation of *maverick* into more general, non-conformist: index for symbol

In summary, the predominant finding in relation to sign-function transfer is that it is very often possible to recreate a similar sign-function in the TL to that of the SL sign, hopefully without any concomitant loss of impact in the TT. Where there is a change in sign-function this tends to result in loss of impact through a shift from a more abstract and global sign-function to a more concrete sign, from symbol to icon or index and from icon to index. The reverse shift, from index to icon or icon to symbol, could be

expected to result in a gain of impact but will make greater demands on the TL competence of the translator.

On the whole, the incidence of transfer choices which could be described in terms of sign function is significantly important, within the analytical framework of criteria devised for this study, to warrant the claim that considerations of sign-function are of relevance when making decisions during the translation process. They also serve to describe strategies where other 'labels' for strategies do not appear to apply and this is further justification for the inclusion of concepts of a semiotic approach to form part of a comprehensive range of strategies for translation for this text type, based on the discussion of theoretical semiotic concepts and their relevance to advertising as detailed in Chapter Three.

3. Summary I: Overall review of texts, variables and outcome

1. Translator profile

The following were identified as translator types for the texts in this corpus.

A. Agency: it was not always possible to identify whether or not an agency translator was in fact a native speaker of the target language, although in all cases it was assumed by the company that this would be so. This appears to be the preferred choice for large multinational companies and very often the same agency undertakes ST and TT production, combining marketing and linguistic expertise.

B. In-house, specialist translator: this category of translator was not very common, attesting to the lack of priority given to in-house linguistic expertise as opposed to marketing expertise. Most companies prefer to rely on agency expertise as this is perceived as combining marketing and linguistic expertise.

C. In-house non-linguist: this appears to be frequent practice, with companies relying on marketing experts in particular, where these are native speakers or have some level of competence in the target language, but without necessarily being trained translators or even linguists. These companies did not seem to anticipate any problems of a culture-specific nature or relating to appropriacy for text type conventions and linguistic acceptability which might result from this practice.

D. Free-lance translator: this category of translator is most often used where the company has not yet built up a relationship with an agency or where the company has recently started to target multinational markets and prefers to have translators who are native speaker subject specialists for translation work.

2. Translation situation

The following are the main types of situation for translation production for the texts in this corpus.

A. Agency

- i. undertakes translation and quality control
- ii. undertakes translation, company has input for marketing and informativity

B. In-house translator:

- i. with some quality control and input for marketing and informativity from the company, often from an agent of the company in the target culture.
- ii. with some quality control from other translators within the company
- iii. undertakes translation and quality control

C. In-house translator, non-linguist, usually marketing specialist but not always:

- i. undertakes translation, with some quality control from the company, usually from an agent of the company in the target culture.
- ii. takes full responsibility for translation and quality control

D. Free-lance translator

- i. undertakes translation, with some quality control from the company, usually from an agent of the company in the target culture.
- ii. takes full responsibility for translation and quality control

The main point to note, for all types of translator, is the relative lack of involvement of the text producer in the translation process, whether at the stage of production of the TT or of quality control

3. Translation brief

According to information obtained from different text providers, the following range of translation briefs could be said to represent the types of instructions given to the translator, by either the text producer or the translation commissioner, who may or may not be the same.

- i. Total fidelity to ST form and content
- ii. Fidelity to ST format and content but some flexibility for form, to ensure TL acceptability
- iii. Fidelity to ST function within norms of TL acceptability
- iv. Adaptation of ST for TL function in terms of text type norms, linguistic and stylistic conventions
- v. Working from a global mission, information and concepts but no fixed ST

Summary Table 1 : Translator, Situation and Brief

TEXT NAME	TRANSLATOR PROFILE	TRANSLATION SITUATION	TRANSLATION BRIEF	OVERALL APPROACH
	ns=native speaker of SL/ TL		as known or as it appears to be	F = FUNCTIONAL L = LINGUISTIC
4T	A ns/SL	A.i.	3.ii	F
ADP	B ns/TL	B.ii.	3.ii	L
APPLE	A ns/TL	A.i.	3.ii	L
AUSTRALIA	A ns/TL	A.ii.	3.ii	L
AVIS	A ns/TL	A.ii.	3.ii	L/F
BARCLAYS I	A ns/TL	A.i.	3.ii.	L
BARCLAYS II	A ns/TL	A.ii.	3.ii.	L
CHRISTIAN IRELAND	A ns TL/SL ?	A.i	3.i.	L
CLERMONT	D ns/SL	D.ii.	3.ii.	L
CS HOLDINGS - E	A. ns/TL	A.i.	3.iii.	L
CS HOLDINGS - F	A. ns/TL	A.i.	3.iii.	L
EFMA	A. ns/SL	A.i.	3.ii.	L
EUROSTAR	A. ns/TL	A.ii.	3.iv.	F/L
EUROTUNNEL	B. ns/SL/TL	B.ii.	3.iii	F/L
GATEWAY	A. ns/TL	A.ii.	3.ii.	F
JACK DANIELS	A. ns SL	A.ii.	3.ii.	L
MERIDIAN	A. ns/TL	A.i.	3.iv.	F
MINTON	A. ns/SL	A.ii.	3.ii.	L
OLD CHARM	C. ns/TL	C.ii	3.ii.	L
QUALCAST	A. ns/TL	A.ii.	3.ii	L
RENAULT	B. ns/TL	B.i.	3.ii/iii.	F
ROLEX	A. ns/TL	A.ii.	3.ii.	F
SAT	A. ns SL or TL	A. ii.	3.ii.	L
SNECMA	A. ns SL or TL	A.i.	3.ii.	L
SUNEXPRESS	D. ns/SL	D.i.	3.ii.	L

Summary 2: success of overall approach for each text

I. Agency produced texts:

4T - This text was translated by a native speaker of the SL, based on an overall functional approach to the transfer of units of meaning, with some need to consider constraints of lay-out and space. Despite this attempt to adopt a more functional approach, the TT shows a lack of appropriacy and acceptability in places which is no doubt due to all of these factors. This is surprising in view of the fact that the translation was undertaken by an agency and should have benefited from quality control by a native speaker, which most probably was not the case.

APPLE - This text was translated by a native speaker of the TL, working in-house, so that there should be greater standardisation of approach, frames of reference and terminology between ST and TT. There is evidence of some interference from SL, which may be due to the apparent reliance on a linguistic approach, but in general the overall use of language is acceptable and the style appropriate for a magazine.

AUSTRALIA - This text was translated by an agency translator who is said to be a native speaker of the TL. With a brief requiring overall fidelity to ST content, partly for reasons of parallel lay-out for ST and TT, and in view of the text structure based on lists of places and activities, i.e. on mainly indexical sign function, the linguistic approach adopted appears to be generally successful

AVIS - This text was translated by a TL native speaker translator working for an agency, with a brief to follow as closely as possible the SL structure. This translator appears to have adopted a comprehensive approach where some decisions are made on the basis of linguistic considerations, others being made for more functional reasons. The overall effect is generally successful, with evidence of quality control having been undertaken by another agent of the company.

BARCLAYS I - This text was translated by an agency translator, native speaker of the target language, with quality control exercised by the agency. A broadly linguistic approach is generally successful in achieving text function, despite some loss of informativity, due to the more domain-specific nature of the text with the emphasis on indexical sign.

BARCLAYS II - This text was translated by an agency translator, native speaker of the target language but resident in the SL culture, with quality control exercised by the SL marketing manager. There is a certain lack of acceptability of the TL but the text fulfils its overall function for reasons similar to those for the Barclays I text.

CHRISTIAN IRELAND - This text was translated by an agency translator, but it is not known whether this was a native speaker of the source or target language, with quality control exercised by the agency. The text appears to have been produced by a broadly linguistic approach and is generally successful despite some culture-specific problems for the TL reader

CS HOLDINGS - This text was translated by an agency translator, most probably a native speaker of the target language. The translation brief required ST content to be produced within TL norms, and the TT appears to have been produced by an overall linguistic approach which is generally successful.

EFMA - This text was produced by a native speaker of the SL working for an agency in the SL culture, with quality control by the agency. A linguistic approach has produced a TT with some lack of acceptability for the TL.

EUROSTAR - This text was translated by an agency translator, native speaker of the target language. The brief was to prioritise TL function and it would appear that the approach drew on linguistic and functional considerations, producing a generally successful TT

GATEWAY - This text was translated by a native speaker of the TL, working for an agency, with in-put from the company for quality control. The brief was to sustain the company image by means of similar imagery, metaphors etc., where possible. The overall functional approach is generally successful, but there is some loss of imagery and symbolic sign function due to culture-specificity of these in the ST

JACK DANIELS - This text was translated by a native speaker of the SL, working for an agency, with quality control in-put from the company. The approach adopted appears to be mainly linguistic and the TT is not completely acceptable for TL, although it probably fulfils its TL function more or less adequately, with some loss of impact.

MERIDIAN - This text was translated by a native speaker of the TL, working for an agency, with quality control by the agency. The broadly functional approach is generally successful and the brief, to prioritise TL function, is achieved.

MINTON - This text was translated by a native speaker of the SL, working for an agency, with quality control in-put from the company. The mainly linguistic approach has resulted in some lack of acceptability and loss of associated values on which the appeal of the product is based, so that there is a loss of impact, but with some adequacy at the level of informativity.

QUALCAST - This text was translated by a native speaker of the TL, working for an agency, with quality control in-put from the company. The overall approach is linguistic, resulting in a TT with general TL acceptability, despite lack of appropriacy for TL culture, but not completely adequate for TL function

ROLEX - This text was translated by a native speaker of the TL, working for an agency, with quality control in-put from the company. The mainly functional approach is generally successful and the TT achieves a similar impact to the ST, despite perhaps a slight loss of impact; the TT is adequate for its TL function and conforms to the "Rolex formula" thereby complying with TL reader expectations for the advertising of this particular product.

SAT - This text was translated by a native speaker of the TL, working for an agency with quality control by the agency. A broadly linguistic approach produced a TT which is generally successful and adequate for function but with some lack of TL acceptability, despite the fact of the brief being to preserve SL content and form within the norms for the TL.

SNECMA - This text was translated by an agency translator, but it is not known whether this was a native speaker of the source or target language, with quality control exercised by the agency. A linguistic approach has resulted in a relative lack of TL acceptability and a TT which is not completely adequate for the intended TL function.

ii. In-house produced texts

ADP - This text was translated by an in-house translator, native speaker of the target language closely follows SL but generally acceptable

EUROTUNNEL - This text was translated by an in-house translator, but it is not known for certain whether this was a native speaker of the target or source language generally successful

OLD CHARM - This text was translated by an in-house translator, native speaker of the target language some lack of acceptability but adequate for TL function

RENAULT - This text was translated by an in-house translator, native speaker of the target language. The brief was to achieve fidelity to ST function within the norms and conventions of the TL. A functional approach has produced a generally successful TT which is adequate for its function.

iii. Texts produced by free-lance translators

CLERMONT - This text was translated by a free-lance translator, native speaker of the source language, who appears to have followed a purely linguistic approach and with no quality control. As a result the TT shows a significant lack of appropriacy and acceptability. However, because of the nature of the document and the circumstances of use, within the immediate context of the tourist situation in the target culture, it may still function at a basic informative level despite these problems.

SUNEXPRESS - This text was translated by a free-lance translator, native speaker of the source language, with a brief to conform to constraints of space and lay-out, which may explain why the overall linguistic approach has produced a TT which has a significant lack of acceptability and for this reason is not completely adequate for its function. Quality control was not sufficient to overcome these deficiencies due to lack of time.

Summary Table 2: Success of overall approach for each text:

TEXT NAME	OVERALL APPROACH	SUMMARY OF SUCCESS OF APPROACH
	F = FUNCTIONAL L = LINGUISTIC	
4T	F	lack of appropriacy and acceptability in places
ADP	L	closely follows SL but generally acceptable
APPLE	L	some interference from SL, generally acceptable
AUSTRALIA	L	generally successful
AVIS	L/F	generally successful
BARCLAYS I	L	generally successful
BARCLAYS II	L	lack of acceptability of TL but works overall
CHRISTIAN IRELAND	L	generally successful despite some culture-specific problems for TL reader
CLERMONT	L	lack of appropriacy and acceptability
CS HOLDINGS - E	L	generally successful
CS HOLDINGS - F	L	generally successful
EFMA	L	some lack of acceptability for TL
EUROSTAR	F/L	generally successful
EUROTUNNEL	F/L	generally successful
GATEWAY	F	generally successful, some loss of imagery and symbolic sign function
JACK DANIELS	L	not completely acceptable for TL but works overall
MERIDIAN	F	generally successful
MINTON	L	some lack of acceptability but adequate for purpose
OLD CHARM	L	some lack of acceptability but adequate for TL function
QUALCAST	L	TL acceptability but not completely adequate for TL function
RENAULT	F	generally successful and adequate for function
ROLEX	F	generally successful and adequate for function
SAT	L	generally successful and adequate for function but some lack of acceptability
SNECMA	L	lack of acceptability, not completely adequate for function
SUNEXPRESS	L	lack of acceptability, not completely adequate for function

4. Conclusions resulting from text analysis

The ability to identify a relationship between different combinations of variables in the translation situation and the degree of success of source-text induced target text production could be expected to be one of the important results to be developed from a descriptive study of this kind. An indicative checklist of transfer strategies, likely to lead to potential success in TT production, would be invaluable for the product manufacturer or for companies offering particular services, also more generally for whoever is seeking to persuade the consumer of the value of something being offered. On the basis of the summary of analysis given in this chapter, and taking into account the variables of translation situation listed above, an attempt has been made to see if it is indeed possible to offer guidelines of this nature, indicating more, or less, successful transfer strategies which could be adopted in different translation situations. It has also been attempted to determine which factors of the translation situation are most conducive to successful TT production.

In accordance with the views of the functional approach, it could be expected that target texts produced on the basis of one or more of the following may well produce a TT which runs the risk of not achieving its TL function with respect to the addressee: close correspondence to ST form and structure at the expense of TL acceptability; lack of due consideration of target culture conventions for the discourse genre and text type, conventions for style or linguistic norms; inaccurate and / or inappropriate transfer of SL culture-specific references into the TT; inadequate competence, on the part of the translator in SL or TL, SLC or TLC; lack of attention to SL sign function prior to transfer of the units of the message into TL signs.

On the basis of the list above and in accordance with what is advocated by many as being good practice, it could also be expected that translators working into mother tongue are more likely to produce a successful, functional and acceptable TT. This is particularly relevant in the translation of advertising, where manipulation of language to create effect is of significance in the overall success of the message, so that the affective aim is at least as important as the informative motive of the message.

A further expectation would be that translators wishing to adopt a functional approach could be negatively constrained by a translation brief which required them to adopt the norm of ST adequacy as overriding that of TL acceptability, whereas a translation brief which allowed for the exercise of translatorial expertise as intercultural mediator would enhance the likelihood of the TT fulfilling its TL function.

Access to relevant documentation, including parallel texts produced for the specific client, for the particular product or within the range of documents within this text type, is also essential. A further useful tool is the glossary or terminological database of standard terms used by the company and/ or in relation to the product or service in the TLC. It may be easier for the in house translator to have such access; free-lance translators are usually least likely to have such access, but translation agencies also complain about lack of information from and collaboration with the client as text giver and/or text commissioner.

In terms of translator profile, the above considerations should, to some extent, outweigh factors such as whether the translator works for an in-house department of translation, for an agency or free-lance. What is more important is the translation brief; also the degree of translator expertise (in SL, TL, SLC, TLC and subject knowledge); access to the ST producer, also to relevant documentation and information sources of all kinds; some form of quality control by a native speaker who is not only a trained translator, but who also has some marketing expertise and who is working in the target culture; and on-going self-evaluation by the translator, in order to identify useful and relevant, reproducible strategies in contrast to those which are text-pair specific, within a given language pair.

According to the results of this study, the fact of being produced by an agency translator is not sufficient to guarantee success, although this category of translator may be expected (as claimed in the 4T text) to offer greater quality assurance, being deemed to have greater expertise in documentation from different sources; to have been selected for his or her SL and TL language and cultural competence, as well as for subject area expertise; to have at his or her disposal the latest technology; to have his or her work subjected to close scrutiny through self-assessment as much as through quality control. However, the texts produced for 4T, EFMA, Minton and Qualcast show that these expectations are not always fulfilled. Where the company has an input to TT production, by insisting on a particular image across cultures, the constraints imposed on TL message production by the text commissioner can also have a degree of negative effect on the exercise of translatorial expertise; whilst the Gateway and Jack Daniels texts are mainly successful, they also offer examples of these constraints, and the Qualcast text is a less positive example. One excellent example of collaboration between agency and company, with reproducibly effective results, is the Rolex text, whose underlying formula relies on internationally shared and recognisable features for the promotion of its product, so that the formula enhances rather than constrains the message transfer process.

Another expected factor for success might be that of being produced in-house. Again this is not always the case, as the in-house employee delegated to undertake the translation may not be a trained translator (Old Charm); marketing expertise is not sufficient, nor is the fact of being a native speaker of the TL. A combination of translation training and in-house product expertise should offer greater chance for successful TT production, and this is borne out by the Renault text, also by those produced for Eurotunnel and ADP.

The free-lance translator may or may not be expected to have access to appropriate documentation and human reference sources, depending on his or her access to appropriate information technology. The two texts produced by a free-lance translator show how, even working under different circumstances, it is possible for this kind of translator to produce less than adequate target texts. For the Clermont text, there was no opportunity for quality control post facto; the text was produced by a native speaker of the SL without reference to parallel TL texts. For the SunExpress text, the translator was someone with some degree of expertise, working however under pressure of time and space (in terms of lay-out), whose work was submitted without sufficient revision and quality control, despite having access to up-to-date technological means of communication which should have made this relatively easy to implement. There are no examples from the texts studied of excellent work by free-lance translators, but this should not be taken as indicative of anything, as much high-quality work can be produced under these circumstances, and many free-lance translators may be former in-house or agency translators with translation training, many years of experience and a high degree of expertise.

What is clear, however, is that the results of text analysis show the importance of native speaker competence in the target language. This alone does not, of course, ensure that the target text will conform to TL conventions for the text type, nor that the message created in the target language will have the same degree of effect on the TL addressee as that of the ST on the SL addressee. It is clear that considerations of sign function in the creation of impact are as important as those relating to the selection of appropriate transfer strategies for culture-specific references. The adoption of a purely linguistic approach to translation problems tends to exclude considerations of this nature, whilst a more text linguistic and/or functional approach is more likely to give the translator of the advertising text the necessary freedom of manoeuvre and flexibility in the exercise of judgement at the moment of selection of translation strategies and solutions to problems posed by the ST.

In the texts studied in this corpus the main problems appear to relate to acceptability of TL solutions in relation to TL usage and norms, more so than arising from problems of culture-specificity of reference. Such references tend not to be central to the global message, so that even where there appears not to have been a specific strategy for transfer, the impact of the message will have been only slightly modified. More important in the case of the advertising text are the underlying values, myths and structuring metaphors from which the message derives its impact and upon which it is based. The most significant cross-cultural problems would appear to result from the nature of actual product or service being advertised (for example, the Qualcast lawnmowers), rather than from inadequacies in the construction of the target text at the level of language- or culture-specific translation problems. This is perhaps why most of the texts studied could be said to achieve a certain degree of functional adequacy in the target culture. However, the fact remains that attention to problems described in this chapter may well enhance, sometimes significantly, the overall impact and thus the global effectiveness of a translated advertising text. Further factors of significance include, as stated, the nature of the translation brief given to the translator and the freedom to exercise translatorial expertise in the process of message transfer across cultures and across languages.

As far as the value of an eclectic approach to translation is concerned, especially in the case of the advertising text, the translator has to be aware of the dangers of adopting a purely linguistic approach, although this may offer useful possible strategies at the level of the micro-unit it will not take other questions such as culture-specificity of reference or TL addressee needs into account. Reliance on a purely text linguistic or functional approach may be most useful in cases where the translation brief requires adaptation or reformulation; however, aspects of these approaches will complement the range of strategies offered by a linguistic approach. Awareness of the performative function of an utterance will be of assistance in selecting TL forms and the freedom to paraphrase will liberate the translator from a fidelity to SL forms which will result in lack of TL acceptability. A further significant contribution to message interpretation and TT production, particularly for the advertising text, is the consideration of sign-function in terms of sign-meaning relationship and how this contributes to the overall impact of the text.

In Chapter Seven, Conclusion, an attempt will be made to evaluate the implications of the descriptive analysis of the text pairs in the corpus used for this study, for the translation of advertising texts of a similar type and for advertising texts in general; also for the wider question of translation of specific text types in the contemporary environment of non-literary translation.

¹ Lakoff G, Johnson M: 1980

² 2.Reddy M J. "The Conduit Metaphor". in Ortony A (ed). 1980. Metaphor and Thought. London. C.U.P, pp284-324

³ ³ for a definition of this term as used in this study, reference should be made to the Glossary

⁴ 4. Beaugrande, Dressler, 1981:84, quoted in Neubert, 1985:93

⁵ see Glossary for definition of how this term is used in this study

⁶ Neubert 1985:93

⁷ for a definition of this term as used in this study, reference should be made to the Glossary

⁸ Jensen K B, 1995:38, with reference to Giddens (1984), The Constitution of Society. Berkley, University of California Press

⁹ cf Fillmore C J, (1976), "Frame Semantics and the Nature of Language", *Annals of the New York Academy of Science* 280:20-31, quoted in Neubert 1985:60

¹⁰ Neubert 1985:72

¹¹ See glossary

¹² see Austin J, (1962). How to do Things with Words. London, Oxford University Press

¹³ Neubert 1985:73

¹⁴ see, for example, Ross Smith, "The merits of literal translation", in *The Linguist*, vol 36 no,4, 1997, pp114-115

Chapter Seven: Conclusions

In this Chapter, an attempt will be made to evaluate the implications of the observations generated by descriptive analysis of the text pairs in the corpus used for this study, both for the translation of advertising texts of a similar type and, by extension, for a potentially wider range of different text types, within the context of the contemporary environment of non-literary translation.

I. Which Approach works best in the Translation of Advertising ?

One of the objectives of this study was to identify those translation strategies which were most likely to lead to the production of an effective target text (albeit according to the relatively subjective perceptions of the translator, based on native speaker competence as SL and TL reader); the target text should be able to fulfil its intended target language function, again as identified by the translator and also, sometimes, agreed with the translation commissioner, with regard to the target addressee in the TLC. In Chapter One various forms of approach to the task of translation were examined and evaluated for their merits and disadvantages. In Chapter Two, different aspects relating to the construction of the advertising message were examined in order to ascertain how these would affect the process of translation of an advertising text. In Chapter Three the relevance of concepts from the field of semiotics to the specific domain of the translation of advertising were evaluated and the value of these within the framework of an eclectic, interdisciplinary approach to translation was discussed. In Chapter Four different variables which affect the translation situation and therefore the translation process were identified and discussed. This was followed, in Chapter Five, by an explanation of how the corpus was constructed and then analysed in order to describe transfer strategies for translation as observed through comparison of ST and TT segments, this being an approved method of discovery for translation scholars such as Holmes and Toury *inter alia*, a way of achieving new insights into what is possible through observation of what has already been done. Chapter Six reviewed the types of strategies identified through the application of a fixed analytical framework to each text pair, attempting to evaluate the importance and rate of incidence of these, in order to determine whether the conceptual framework of any single approach lent itself to description of all or most strategies discovered through this contrastive and

comparative analysis. According to Toury, all that it is possible to expect, from "retrospective studies of this kind" is the "formulation of explanatory hypotheses capable of accounting for the establishment of (more often than not aspects and parts of) translated texts, preferably in a way that is not at odds with knowledge obtained from other sources, using other methods."¹ It is hoped that the discussions of different theoretical concepts in the first three chapters are in accordance with, and have been confirmed by, the findings of this text analysis.

A further objective of this study was to consider problems of cross-cultural constraints, that is, problems relating to the transfer into a message intended for a TL addressee, aspects of an SL text which might be described as SL culture-specific and which may, as a result of this, pose certain problems for the translator. There are well-documented discussions of how to deal with such problems (sometimes with specific guidelines), for example in the work of scholars in the field of literary translation, such as Toury, Venuti, Bassnett, or scholars in the field of non-literary translation, including Snell-Hornby and Newmark (this is not, of course, to imply that these scholars all adopt the same approach to this problem). However, consideration of the nature and aims of multilingual advertising, within a context of global mass communication and the resulting potential for (relative) standardisation of consumer expectations and values, led to the formulation of the hypothesis that, in the case of the translation of advertising, it may be the case that the underlying values which form the basis for the construction of the product image or associated qualities are founded on the assumed existence of a set of universal myths in contemporary consumer society and may not therefore pose too many problems in terms of source-culture specificity. Text analysis appears to confirm this hypothesis, showing that those texts which did offer examples of more culture-specific references were precisely those which were intended to promote an aspect of the source culture (Clermont, Christian Ireland) or which relied on source culture contexts and frames of reference to construct the image to be projected (Gateway. Qualcasst). On the whole, texts promoting luxury products, financial services and technological advances tended to prove the hypothesis of shared myths and values, so that there were few problems of a culture-specific nature in these texts.

It was concluded, as a result of this analysis, that no single approach to translation appeared to offer a solution for every potential occurrence or type of translation problem in the corpus and for the text type studied. It was also suggested that it might be more effective to determine which strategies led to successful choices in the decision-making process, from within whichever overall approach they may be deemed to belong. The expectation, based on consideration of the different approaches to translation, was that all approaches would offer guidance in possible, alternative ways of dealing with translation problems, so that it would be useful for the translator to be familiar with concepts drawn from a range of approaches to translation, and with the transfer strategies associated with these, in order to select the most appropriate strategy for a particular problem for a specific context. In other words, an eclectic approach which draws on many different “theories of translation” would ensure that the translator was in the best position to choose the most appropriate strategy for a given problem in a text pair in a specific context. As a result of repeated trial and error, through learning by doing, in conjunction with systematic training and guidance, a translator may eventually be able to generalise about the likelihood of usefulness of one or another strategy within a given translation context of text type and communicative function, thereby economising on time and effort, whilst ensuring optimal production performance in terms of TT function, TL reader needs and communicative effect.

II. Potential Implications for Future Investigative Research

In the light of the description of strategies identified within the analytical framework and based on discussion of different theoretical concepts which were considered to offer insights into the focus of this study, it could be concluded that the framework adopted has shown clear indications of the need to describe translation performance and decision-making in the widest possible range of terms and approaches, in order to ensure that no potential strategy is overlooked and that the translator is able to draw on such experience for future decision-making.

In order to confirm the validity of the hypothesis regarding the value of an eclectic and interdisciplinary approach to the solution of translation problems both for the specific

text type of advertising texts and, potentially, for a wider range of text types, it would be necessary to construct other corpora of text pairs within the same language pair, with clearly defined characteristics for each text type to be studied, subjecting each text pair to the same analytical framework, to see whether the framework can account for all or most instances of translation decisions, based on the same methodology of comparative and contrastive analysis of text pairs on the basis of comparable text segments or units of meaning deemed to have equivalent function in the ST and TT. The same approach could then be adopted for the analysis of similar text types, but taking different language pairs as source and target languages.

In order to validate this hypothesis it would also be necessary to test out the methodology on the same language pair but in different areas of linguistic sub-culture and text types (having specific premises, aims and underlying myths) where sociocultural differences may or may not be more manifest, e.g. the medical environment, agriculture, education, politics, the media... This could form the object of various future studies, involving collaborative research in the relevant field in order to obtain domain-specific information concerning text type conventions and relevance criteria.

The results of such studies would be particularly interesting in the case of language pairs where there is minimal contact between language users, or where that contact is more heavily weighted in a unidirectional rather than bi-directional sense, for example, where the power relationship between the two cultures in contact is unequal, as is sometimes the case between developing and developed countries; also where differences in world views are known through previous anthropological and cultural studies to be of a far greater degree of diversity than is the case in the present study. In fact, it may prove impossible to subject such pairs to analytical comparison and contrast without resort to the very methodology that the analysis is intended to test. Conversely, extremes of difference in world view or in text type conventions may allow more in-depth application of analysis based on the difference reasoning processes. It is very much hoped that scholars who are qualified in both linguistic and domain specific cultures will take up the invitation to proceed to further investigation along the lines described.

Holmes underlined the value of this form of descriptive translation studies within the wider context of the discipline of translation studies:

[a comprehensive theory of translation...will have to be the product of teamwork between specialists in a variety of fields - text-studies, linguistics (particularly psycho-and socio-linguistics), literary studies, psychology and sociology. *And* with the involvement of practising translators. It will have to be] based on analyses of a great many translated texts of various kinds, from a variety of times and places, written in many languages and functioning in a diversity of cultures²
[my brackets]

It is not the aim of this study to offer any foundations for a new theory of translation, but to offer further insights into how the interlingual transfer process is achieved. Holmes clearly believes in the value of this form of analysis and its contribution to a more comprehensive understanding of the process of translation. One new achievement of this study, with its comprehensive review of various approaches to translation, is to show how different theoretical concepts, drawn from these different approaches, can contribute to an understanding of the process by means of descriptive analysis of the product.

It is the aim of all research to offer insights which can be built on by other scholars or developed more fully in order to enhance the overall understanding of the particular field and discipline being studied. It is rare that a single focus of research can claim to offer a total theory which accounts for all potential instances of behaviour and performance. However, each individual hypothesis can contribute, in its own way, to a wider understanding of the subject, through repeated application in a wider range of research studies. Only following such wider research and validation could the hypotheses offered as a result of this study be developed into a framework which by its rigour and exhaustivity could contribute to any advances in the theoretical principles which underpin an understanding of the processes of translation performance.

III. Summary

The present study has as its main objective the description of certain instances of translation phenomena as evidenced through the choice of strategies selected by the translator in a specific translation context, of a given text-type between a fixed language pair. The findings should suggest a working model by means of which other text-types could be examined and the observed phenomena categorised in terms of types of strategy adopted, at word, propositional and textual levels, not neglecting questions of stylistic impact and taking into account text function and adequacy of the TT for intended purpose. It is hoped that the findings thus generated can be used to inform translation teaching and translator training curricula, in order to contribute to an increased awareness of strategies which, by having been used in actual contextual transfer, can constitute potential strategies for future use

In the translation situation, whether in the translation teaching environment or in the professional translation environment, mechanisms which can improve the potential for correct interpretation of the sign-meaning relationship, or reduce the likelihood of possible misinterpretation of this, must be explained to the translator, whatever his or her level of linguistic and socio-cultural competence in L1 and L2, so that wherever interlingual mediation of information becomes an essential task in a given situation, the mediator can adopt appropriate strategies based on logical analysis of probability of success.

In order to acquire the ability to make such evaluative judgements at the moment of mediation, it is necessary for the language user to have prior empirical experience, adopting and testing strategies which have been shown to be successful by systematically conducted descriptive analysis. It is also useful to be aware of those strategies which can be shown by such analysis not to result in successful or effective communication. In the field of advertising, it is clearly of paramount importance that the construction of the message through language signs should lead to a form of interpretation by the addressee or text user which will fall within an expected range of reactions, within the boundaries of anticipated variation resulting from individual interpretations, so that he or she will then behave in the way that the text is intended to induce the reader to react.

In order to identify and apply these strategies the translator will need to be familiar with the relevant metalanguage to describe the concepts formulated:³ also to be able to categorise these strategies and approaches in order to internalise them for future reference. Furthermore, as has been shown in this study, any definition of an approach as sign-oriented should not be limited to the processes of transfer of single words qua signs, but should instead focus on the unit of meaning as a sign. Consideration of how that sign functions in the SL is also essential to an understanding of how the translator has accessed, or could access, the meaning of that unit qua sign and of what method was adopted for the reformulation of that meaning in the TL. Systematic analysis of how meaning is accessed will help in the development of a wider awareness of how signs function, and in this way the translator will become ever more proficient at interpreting the SL author's intentions. The second stage, that of reformulation and production of the TT, should also be subject to improved communicative performance, in terms of accuracy of message and information, also of impact, on the basis of the development of this form of interlingual translation competence.

In respect to the corpus of texts used for analysis and investigation, what is useful and interesting about the observations derived, for the purpose of the translator, is that if there are few demands on his ability as intercultural mediator in the field of such texts, as a result of the relative lack of culture specific references to be transferred from ST to TT, then any differences in representation of the (shared) aims of the ST in the TL could be attributed to a much lesser degree to systemic or socio-cultural differences between the languages in contact, although these do of course have a role to play in the translation process. Rather, these differences could be described in terms of how the translator accesses units of ST meaning in order to conceptualise the SL message, as well as how that message is reformulated in the TL according to the mental maps constructed during the initial process of interpretation. Any lessons that can be inferred from abstractive formulation of the probable nature of these processes, based on the product of those processes, should thus enable translators to avoid adopting those mental processes which are unlikely to lead to successful communication of a message. This is where the attempt to apply semiotic terminology in the description of sign interpretation could be of value in identifying successful strategies, which would then

be implemented at the moment of the translation task, along with the selection, where appropriate, of more language-pair specific strategies identified.

This study could thus be said to have highlighted the triadic nature of the process of translation, with ST interpretation leading to mental processes which in turn inform TL reformulation: the first aspect being that of the underlying mental frame or approach to the interpretation of the sense of the message, the intermediary stage being the formulation of a mental picture or map of the ST message; and the third stage being that of the selection of appropriate units of meaning, or signs, in the target language, based on awareness of similarities and differences between systems, between culture-based and consensual habits of association, and between "visions du monde" (the latter having minimal impact in this particular study but not necessarily in the case of other language pairs).

A further achievement of this study is to corroborate a claim already asserted by other scholars in the field of Translation Studies: namely, that any single theoretical approach to describing and understanding the processes involved in the task of translation will offer only a limited set of guidelines on how it may be possible to achieve optimum adequacy of transfer of a message in a context of interlingual mediation of information. It is therefore necessary to supplement any approach to translation with subject specific theories (such as marketing, semiotics and psychology, as well as others not discussed in this thesis, such as reception theory, for advertising texts) and with concepts drawn from other approaches, adopting an interdisciplinary and eclectic approach.

Such guidelines would include the need for interpretation of the Source Text, of relevance in the initial stage of decoding. Reference to Peirce's triad of sign functions and sign-meaning relationship will further complement description of mechanisms for identification and transfer concepts from source to target language. No single theoretical framework could serve to explain all potential transfer strategies, but by selective reference to one or more of the approaches described, it should be possible to understand, describe and rationalise almost all decisions made by the translator, thereby enhancing a general understanding of the processes involved as well as

informing the process of choice at the level of individual units as well as at the level of the global message qua text. The metaphor of the conduit model of communication has been shown to be subject to various degrees of interpretation, arising from text structure and describable factors of language use, but also from unquantifiable variables of situation and interpreter profile.

In the case of the processes of translation, specific acts of communication usually achieve their function at the minimal level of a language pair, even if there are several parallel language pairs in which one language, the source language, is constant, and only the target language varies. There is also therefore the need for a set of strategies which obtain at the level of this (language-pair specific) interlingual mediation, based on comparison and contrast of actual procedures which can be used in each language. Given the dynamic nature of language and its inherent capacity for variation of expression within given parameters of intended meaning, relating to effect or impact through style and form, and bearing in mind the context-, emitter- and recipient-dependent use of these available mechanisms, it would not appear possible to prescribe, for any given period of time, a set of strategies which could be said to be uniformly applicable in all contexts; even more impossible would be an attempt to devise such a set of strategies which could endure over any extended period of time. It would appear that the most that could be hoped for would be to produce, at regular intervals and by the application of clearly standardised methods, up-dated sets of strategies discovered through empirical research based on analysis of actual use. Thus comparability of methodology should allow reliability of indices of use or of change at the level of *parole* (actual language use) and periodic review would ensure that the dynamics of language evolution are not ignored by the language user, who would otherwise become guilty of taking as his point of reference the *parole* of a different era, which may not be relevant at the time of the actual process of translation. In the case of advertising, the dynamics of language use may be subject to a more rapid rate of evolution in the actual *parole* than would be the case for the *parole* of any given language such as English or French.

Any description of translation strategies should offer a "working model" to guide the actual process of translation. As a performative discipline, translation is not an activity

about which theorisation should occur in the abstract. Discussion of its nature has of necessity to include observations based on empirical analysis, and predictions about future occurrences can only be developed on the basis of an understanding of the processes involved. The unavoidable element of subjectivity on the part of the analyst, however rigorously controlled and accounted for, is a reflection of the fact that language (*la langue*) operates at the level of both collective and individual *parole*, in use and in interpretation of use. Any description of translation performance cannot ignore such subjectivity, but has to take this into account. Since translation is a process which is goal-oriented, in that it serves a purpose through the creation of a product, when constructing a theoretical framework the means by which this product is created should not be left out of the equation, nor should it be possible to hypothesise in the abstract about the nature of the processes without reference to examples of these. The dynamics of language being unpredictable, merely observable *a posteriori*, the best such a framework can hope to offer is the possibility of describing and justifying future occurrences of communicative behaviour in interlingual mediation as instances of types of behaviour described and/or prescribed in a theoretical approach. However, one of the achievements of this study is precisely the fact of drawing on different theoretical concepts which have formed the focus of research by other Translation Studies scholars, and integrating these concepts into a framework whose potential usefulness lies in its use as a tool for evaluation of the target text, as much as in its offer of a set of guidelines for improvement in target text production through systematic consideration of potential strategies within this framework.

In summary, this study has taken into consideration aspects of translation theory and practice. An attempt has been made to reconcile theory and practice, through an approach having practical and pragmatic relevance to the processes involved in the task. The methodology adopted for analysis has indicated linguistic and extra-linguistic factors which inform target text production. The comprehensive review of different theoretical approaches to translation has clearly shown the relevance of each to the specific translation situation of the advertising text. The analytical framework, devised on the basis of the relevance of different theoretical concepts, has been applied to the corpus in order to describe, summarise and highlight indicative examples

of recourse to strategy types for the translation of a particular form of advertising text between the two languages, English and French, looking at problems of interlingual and cross-cultural transfer, in this very specific communicative situation. The hypothesis of the existence of shared values, metaphors and myths which contribute to the construction of an effective target text, taking the source text as the basis for this, has been shown to be valid and true. The usefulness of a semiotic approach to the sign-meaning relationship in the translation situation, with reference to the written sign, has been discussed and shown to be a further, valid tool in the interpretation of the ST message and the production of the target text.

In this respect, the study has succeeded in pointing the way towards the possible construction of a more comprehensive theoretical framework, which could be of relevance to all those involved in interlingual communication. Its findings could also be of particular relevance to those with a specific interest in the more theoretical study of how language represents meaning. The challenge which this study sets is to test the hypotheses presented and validate the framework offered here.

¹ Toury 1995: 182

² Holmes J 1988:101

³ Delisle J (1997), "Le Métalangage de l'Enseignement de la Traduction d'après les Manuels", paper given at conference, "L'Enseignement de la Traduction et la Traduction dans l'Enseignement", Créteil, April 1997, publication forthcoming: J Delisle (ed), Ottawa University Press

Glossary of key terms used in this study

The terms listed in this glossary are defined in terms of their use within this study. This use may frequently correspond to that accepted by widespread consensus and us in the field of Translation Studies but may sometimes vary in its precise application within the parameters of the discussion of this thesis. Where this may be helpful, further explanation is given in the form of a quote from a recognised authority.

Terms

abduction, induction, deduction: these three terms are used by Peirce. The first, abduction is used to describe a process of reasoning, whereby the subject makes an inductive leap from unexplained data to a hypothesis. A hypothesis reached by abduction, which intuitively seems right (a First) is tested inductively (a Second) and finally generalisation are made deductively (a Third). Abduction is hard because it requires a leap of faith. Induction relies on general knowledge of the world and experience of behaviour in context, of norms, values and assumptions. This process is easier because through repeated experience patterns begin to become apparent; deduction begins when the translation (s) studied has/ have produced a sufficient number of patterns to permit generalisations (Robinson, see note 3).

acceptability: this is the fourth standard of textuality for de Beaugrande and Dressler (see note 7). This is defined as relating to reader expectations of the relevance and purpose of a communicative occurrence, in response to “factors such as text type, social or cultural setting and the desirability of goals”. Any inadequacy of other standards of textuality, such as cohesion or coherence, may affect overall tolerance of the text and its acceptability as a communicative event. For Neubert and Shreve (note 31), it is associated with intentionality, in that, “ the author’s original goals in writing the text cannot be achieved if the reader cannot figure out what the text is supposed to do”. These authors also stress the need for the translator to understand the acceptability standard of the L2 community for a given text type. They recall the view of Holz-Mänttari¹ and of Vermeer², that *recipient oriented translation* always modifies the text in the interest of the target reader and relate this to Grice’s maxim of manner).

In this study the concept of *acceptability* has been applied mainly in relation to micro-units of translation, with reference to the degree of tolerance in deviation from or conformity to TL linguistic norms and intrasystemic rules. This is because these will have a significant effect on text reception in the case of advertising, where manipulating language is an integral process and where deviation from the norm can sometimes be used to create positive effect on the addressee.

acculturation: the process by which a translator becomes “in tune” with the world views of a given socio-linguistic and socio-cultural group, also of how to use available and appropriate language forms to express experiential phenomena for each group.

In the world of advertising, this can also refer to a form of cultural indoctrination which can be interpreted as a familiarisation with a set of cultural perceptions and

values as presented through the medium of advertising. By extension, this could also refer to a process whereby an attempt is made to shape perceptions and values by the introduction of new information, products and services to a target community where these do not already exist, so that the target community takes on aspects of the source culture or modifies existing aspects of itself to incorporate these new elements. This is how advertisements create new senses of need.

adequacy: the measure of success of a (source-text induced) target text as vehicle for a communicative act; in the case of translation, the interlingual transfer of an SL message to give similar effect and reception in the TL. According to Even-Zohar, "an adequate translation is a translation which realises in the target language the textual relationships of a source text with no breach of its own (basic) linguistic system".³ Adequacy should also relate to the degree to which the TT fulfils its intended function, whilst accurately conveying SL information and intention.

approach: *approach* is used in preference to the word *theory*, in accordance with the view of Pargnier (1976) that any discussion of translation as product cannot be defined in terms of pure theory, since what is under study is a practical and visible product of an actual, already enacted process, not a debate in the abstract about potential classification or justification of a particular strategy or method. This is further borne out by Fairclough (1992) in his discussion of the application of Foucault's perspectives on discourse analysis, when he states his doubts (with regard to discourse analysis and social change) as to whether it is possible to extrapolate from structure to practice, or to arrive at conclusions about practice without directly analysing real instances of this. He reminds the reader that practice helps to shape structure and that practice cannot be reduced to implementation of structures. According to Fairclough "Structures of action or language are only maintained by being renewed constantly in action or speech, but it is also here that they are transformed and modified in use". This would seem to confirm the view that any discussion of how to undertake the task of translation should, of necessity, be based on empirical observations of practice, and thus it is suggested that the word *approach* would seem more appropriate than the word "method" which would imply a pre-existing, pre-determined and potentially inflexibly systematic model for analysis which would not allow for adaptation according to the particular instance of text-production.

arbitrary/ arbitrariness: A Saussurean concept which states that the relationship between sign and concept is purely arbitrary, a result of social convention and not due to some intrinsic link between the two. He claims that the fact of the same referent having different names in different languages proves this statement (e.g., chien/ dog/ Hund all refer to the same animal). As he states in the first Cours de Linguistique:

tout moyen d'expression reçu dans une société repose en principe sur une habitude collective ou, ce qui revient au même, à la convention ⁴

He further qualifies this definition with the statement that the arbitrary sign is "immotivé", unlike the onomatopoeic sign, which is "motivé" and has a direct link with its referent.

coherence: for Baker, this refers to the “the network of conceptual relations which underlie the surface text”.⁵ Hervey and Higgins describe coherence as, “the tacit, yet intellectually discernible, thematic development that characterises a cogent text, as distinct from a random sequence of unrelated sentences”.⁶ According to Beaugrande and Dressler,⁷ this is one of the seven standards of textuality affecting and governing the construction of a message or text, one of the criteria which contribute to the definition of a text as a “communicative occurrence”. These authors define this concept as relating to the “configuration of concepts and relations which underlie the surface text, are mutually accessible and relevant. A concept is definable as a configuration of knowledge (cognitive content) which can be recovered or activated with more or less unity in the mind. Relations are the links between concepts which appear together in a textual world (for example, causality... the ways in which one situation or event affect the conditions for some other one)”. In translation, account has to be taken of TL text type conventions and other TL conventions governing the indication of relations, through, for example, use of association, juxtaposition, order of presentation and other devices.

cohesion: For Baker, this relates to the “network of lexical, grammatical and other relations which provide links between various parts of a text”.⁸ Beaugrande and Dressler define cohesion as, “the explicit and transparent linking of sentences and larger sections of text by the use of overt linguistic devices that act as ‘signposts’ for the cogency of a text” (note 6). This is the first of Beaugrande and Dressler’s seven standards of textuality (see note 7), which they describe as the ways in which the components of the surface text, i.e. the actual words we hear or see, are mutually connected within a sequence. The surface components depend upon each other according to grammatical forms and conventions, such that cohesions rests upon grammatical dependencies(eg) surface sequences of English cannot be radically rearranged without causing disturbances (ie distortions of the message even to the point of incomprehensibility). In translation, this standard relates to the need to respect TL conventions for syntactical relations and word order. According to Beaugrande and Dressler, “there must be interaction between cohesion and other standards of textuality to make communication efficient”. Hasan describes “cohesive ties” as being dependent on and realised through “a system of co-referentiality”, where different terms (syntactic forms) refer back to the same source.⁹

communicative translation: as proposed by Newmark (1990) where the message and dynamic effect in the TL take priority over SL form; the action/ approach of the targeteer

competence: as described by Chomsky, the total reservoir of linguistic knowledge possessed by the translator

connotation: the “added value” of a unit of meaning not directly accessible by analysis of its denotative function or of the denotative functions of its constituent parts; that which is more than the sum of the component meanings; an extra-dimensional element of meaning ascribed to a unit by convention; usually language-specific but not invariably.

context: the immediate sociocultural circumstances within which a communicative act is produced and is to be interpreted. For Gutt,¹⁰ within relevance theory, context is "the sub-set of all the information accessible to a person". He also gives the definition of context by Sperber and Wilson (1986), namely "that set of information which allows the text or utterance to be 'optimally processed'".

convention: the standardisation of a pattern of use, relating to appropriacy of form, of denotative and connotative content in the communication of a particular concept. Not yet possessing the prescriptive or proscriptive values of a norm, a convention signals consensus of use within a language community, at the level of parole.

culture: the shared world view, experiences and expectations which define the fact of belonging to a given social group, which group may or may not correspond to nation status but which will generally share a given language as a form of communication - "characteristic and persistent forms or patterns of thought and value through which (they) understand and represent their life-world.. set of shared understandings".¹¹ See also Chapter One, Introduction for more detailed definitions from Goodenough, Agar, Vermeer, Nord.

denotation: the referential function of a term or unit of meaning.

denotatum: the object of reference of a unit of meaning.

economy: with reference to Grice's maxim of quantity, an attempt to express a given concept or message with minimal effort on the part of the utterance producer as on the part of the utterance receiver.

effect/ impact: the impact of a given unit of communication, at the micro- or macro-structural level, on the receiver of a communicative event, in terms of perceived illocutionary intention on the part of the addressee, emotive response and behavioural outcome.

effective communication: where a message is received and interpreted by the text receiver in a similar manner to that intended by the text producer, so that the response evoked in the addressee is as close as possible to that aimed for by the text producer.

equivalence: the concept of the potential existence in two languages in contact of parallel means of expressing a single concept or combination of concepts to give a single unit of meaning, based on the expectation that it is possible to express in most languages a segment of reality or experience that has been expressed in a given language; based also on the notion that there are certain universals of human experience that any language, as a system of communication, should have some means of expressing in a manner which will ensure similarity, even if not identity, of interpretation by receivers from within different language communities. Robinson relates equivalence (in terms of text function) to the user's needs and describes this approach in terms of reliability, "a text's reliability consists in the trust a user can place in it as a representation or reproduction of the original" and also, " ...in the user's

willingness to base future actions on an assumed relation between the original and the translation".¹² Thus for Robinson equivalence or reliability are determined from the perspective of the situational needs of the user and a text which is reliable for one user may not be so for another, depending on user expectations of norms and standards. For skopos theory, equivalence between ST and TT (sometimes) lies in text function; for Nord it can also be identified in terms of the nature of the relationship between ST and TT, for others it is defined more precisely (see below).

equivalence/ formal or linguistic (see Catford- Chapter Two): homogeneity of elements upon the linguistic levels of lexis, phonemes, morphemes and syntax. Nida describes this as equivalence of form, where individual TL units are chosen to correspond in form to SL units of meaning, given a less fluent TL text. Also described by Newmark as "semantic" translation.

equivalence/ dynamic (Nida- Chapter Two): where priority is given to a fluent and appropriate selection of TL units to express the SL meaning in such a way as to create an intended effect similar to that of the SL unit on the SL reader.

equivalence/ stylistic: equivalence of elements in function in both ST and TT aiming at an expressive identity together with an invariance or near-identity of meaning. Nida advocates an approach which reduces the source text:

to its structurally simplest and most semantically evident kernels, to transfer the meaning from source language to receptor language on a structurally simple level and to generate the stylistically and semantically equivalent expression in the receptor language¹³

equivalence/ pragmatic: equivalence of the elements of a message based on function within the text/ message, where cross-cultural differences may require shifts or substitution of denotative or connotative units of meaning in order to preserve similarity of impact!¹⁴

equivalence/ textual (see Catford): where equivalence of meaning can be achieved across languages at the level of text segments, usually only occurring between two specific source and target texts in a given context of production.

Equivalence/ resemblance (Gutt - see note 10): for Gutt (1996), equivalence in translation has to be defined in terms of resemblance, on the relationship between the source and target texts, based not on form but on interpretation of the message, so that TT production is governed by a search for the relevant forms and concepts, depending on the TL addressee profile, which will convey the message.

First/ Firstness: a term from Peircean semiotics (see Chapter Three), relating to the philosophy of interpretation of the meaning of signs and referring to a quality of a given unit of meaning as a method of expressing intention or experience.

Firstness is that element of experience which is known by direct experience or by intuition on the part of the interpreter; eg. cold, heat, anything relating to the senses, without reference to interpretation by means of other linguistic units. Through direct

observation (outward appearances only); through the other senses (touch, sound, smell, taste); through knowing intuitively, by our feelings (rage, pleasure, discomfort, satisfaction). This kind or quality of experience he calls **Firstness**. According to Gorlée, one cannot think a First, it is experienced - such as falling in love; an electric shock, the sound of a train whistle, an acute pain, extremes of temperature; the physical thrill of adventure or danger; a penetrating odour. Robinson extends this concept to the process of translation, claiming that in the triad of experience and habit, instinct is a First, a general unfocussed readiness (see note 3). For Robinson, the translator begins with an intuitive instinctive sense of what a word or phrase means (cf Holmes' mind map).

function: the communicative purpose for which a text, as a unit or message, is produced: eg to persuade, to inform, to alert, to stimulate debate, to fulfil a particular social act of communication in relation to the intended addressee.

functional adequacy: when a given text succeeds, by both form and content, in communicating a message to a specified target receiver in such a way as to fulfil its stated purpose.

functional constancy: where the function of a text in a source language is recreated successfully through translation and by the production of a target text having the same function as that of the ST, achieving a similar effect on the TL reader as that of the ST on the SL reader (see Vermeer, 1984, 1986). Sometimes function may vary from SL to TL, for example where an advertising text is used in the SLC to promote a product and in the TLC environment to exemplify an SL text type.

functionally relevant information: information relating to the communicative purpose and contained in a unit of meaning, including intention, tone, impact, texture and function, with the word as minimal, and the text as maximal, potential unit.

fuzzy match: where the conceptual fields covered by two terms, whether through intra- or inter-lingual transfer, occupy roughly but not exactly the same conceptual space, with some overlap but some aspects or characteristics specific to only one of the two terms being compared or matched.

genre: a particular kind of discourse type, usually relating to a particular field of activity, a "socially ratified way of using language in connection with a particular type of social activity (eg interview, narrative, exposition)¹⁵

global: can have two meanings in this study:

- i. **global village, culture:** international, world-wide, in relation to marketing techniques, shared assumptions, myths.
- ii. **global message/ global effect:** the overall message of a text can be related to both its function and its dynamic effect, and is realised through textual construction at both micro- and macro-structural levels.

globalisation: the attempt by international companies to produce a marketing strategy and advertising campaign/ text which will be acceptable in trans-global socio-economic communities regardless of or in spite of local socio-cultural traditions and text type conventions.

glocalisation: the attempt to adapt advertising material produced according to the criteria of globalisation, to take into account local specificity's of expectation and capacity for interpretation: as the name implies, a mixture of the global and the local marketing approaches.

ideosomatic/ idiosomatic: terms used by Robinson.¹⁶ The individual translator's (idiosomatic) response is constrained and framed by social convention (ideosomatic response) to produce a unique interpretation, which is then further subjected to similar idio- and ideo-somatic responses by the L2 text-receiver, producing a similar dialectic and requiring resolution of this dialectic by this receiver.

impact: in the context of the interpretive nature of this study, based on the perceptions of the analyst as a member of the two cultures in question by virtue of native-speaker competence in both languages and cultures in contact, and as an experienced reader of texts in both languages, the concept of impact has of necessity to be somewhat fluid, not subject to clear and precise definition. In advertising, the aim of persuasion to act, and the maintenance of brand loyalty, reaches its fulfilment, to a significant degree, through the memorability of the message. For the purpose of this study, all evaluation of impact is undertaken determined in relation to the degree of memorability of the individual unit of meaning and how this contributes to the overall memorability of the message. This memorability can be achieved by means of conformity to TL norms and text type conventions; by a deliberate infringement of these; and by careful construction of a coherent message using appropriate cohesive ties (cf Hasan 1994, see note 9).

implicature: Hasan explains that implicit units can co-exist in a "string" or utterance with more explicit ones, with all units falling somewhere between the two extremes of these. Reliance on semantic units forms one type of explicitness and can also be described as a cohesive device. It is suggested that in order to understand the process of implicature, the focus has to be on how the interpretation of such units can be undertaken, by what other means which are verbally, visually and explicitly present. It is to be noted that implicature can only be identified in the context of this study by comparative analysis with the corresponding text segment in the other text (as perceived by the analyst). It is also suggested by Hasan that implicature, or implicit style, can sometimes, but not always, rely for its success on a certain degree of social setting and "intimacy" between interlocutors. In the case of advertising it could be argued that this "intimacy" is created through the careful construction of a message in an identifiable form which invites a specific form of participation in the interpretation of this message by the text reader, relying on the reader subconsciously to expect to find, and draw on, Grice's maxims which together constitute his Co-operative principle. This is expressed by Hasan as the fact that, "the interpretation of meaning rests on shared knowledge which is a product of consistent past interaction". Interestingly, Hasan concludes from research that "the fact of speaking English forces one toward explicitness rather than implicitness", as one of the criteria for good use of

English is clarity of expression; in this context, it is Hasan's opinion that the reliance on shared beliefs, attitudes and knowledge is not encouraged in interaction using the English language as the medium of communication.¹⁷ In this study, it has become clear that explicitation is a frequently used strategy at the level of the micro-unit, appearing to corroborate this view.

According to Grice's maxim of quantity, the success of implicature should be measurable by the degree to which the unit (of a message) is as informative as is necessary, neither more nor less. In translation, the degree of necessary informativity of a TL unit can be judged by comparison with the information content of the corresponding SL unit. Implicature may result from stylistic conventions or syntactical requirements of the target language, in relation to text types or intrasystemic rules. It may also result from judgements made by the translator as to the level of (source- and target-culture related linguistic and socio-cultural, intertextual or other) knowledge which can be assumed to be possessed by the target reader.

index: another Peircean term to describe how meaning is signified by signs: this refers in interlingual translation to the substitution of lexeme for lexeme based on primary 'dictionary' terms, where the term or lexeme in L1 recalls directly, by associative habit, an equivalent lexeme in L2: e.g. dog - le chien/ bread - le pain/ go - aller. Where a sign consists of a single word or a compound, this could be described as an index. Its indexical properties can be tested in the SL by recourse to synonyms, and in the TL by recourse to immediate or primary dictionary equivalents.

indeterminacy: this rule of Peirce states that meaning can never be precisely specified due to the natural indeterminacy inherent in the object of perception from the viewpoint of its openness to varying interpretations by different individuals. Peirce adds a further restriction with regard to a certain set of propositions which can be meaningful and yet not verifiable, by virtue of their nature. These include emotive interpretants (signs conveying meaning of emotive and subjective content), as opposed to energetic interpretants whose effect can, by their very form (eg imperative, explicatives, interrogatives) be subject to some kind of verification procedures.

informativity: this is the fifth standard of textuality for Beaugrande and Dressler (see note 5), concerning "the extent to which the occurrences of presented text are expected vs. unexpected, or known vs. unknown/ certain". Neubert and Shreve (note 31) state that in translation, this is a measure of "the information a translation provides to an L2 reader about L1 events, states, processes, objects, individuals, places and institutions.... Situationality determines the need for information... The informativity of a text is tied to the pattern of semantic relationships expressed by its linguistic surface..the translator's commission is to create a linguistic surface that will allow the L2 user to retrieve from the text the same knowledge content that was in the L1 original".

intentionality: for Neubert and Shreve (see note 31), this concept governs the receptive intent of the message, ie, the way in which the ST author intended the message to be perceived. Of course, the actual perception of this intent may differ in the mind of the receiver from that intended by the author. Beaugrande and Dressler

(see note 6) describe as their third standard of textuality, relating to the "text-producer's attitude that the set of occurrences should constitute a cohesive and coherent text instrumental in fulfilling the producer's intentions".

interlingual communication: Jakobson's term used to describe communication of a message through translation from L1, the SL, into L2, the TL.

intersemiotic communication: Jakobson's term used to describe communication of a message through transfer of concepts from one given system of communication to another, eg sign-language to conventional language, highway code signs to graphic units or signs.

intralingual communication: Jakobson's term used to describe communication of a message through translation within a given language system, involving re-formulation of a concept or message through paraphrase, synonymy and other such devices.

interpretant: an element of the Peircean triad of the sign; the sign comprises firstly the *dynamic interpretant* (the feeling or effect) produced by it; this will stimulate the *energetic interpretant*, requiring and involving effort; and this in turn will lead to mental effort, this being the *logical interpretant*, which will be decided on the nature of the effort to be exerted and will thus illustrate the properties of meaning expressed by the original proposition through the behaviour enacted. Eco suggests that one form of an interpretant could be simply a translation of that term into another language, or its substitution by a synonym. He concludes, however, that "all possible semiotic judgements that a code permits one to assert about a given semantic unit should be considered interpretants of that sign."

intertextuality: this is Beaugrande and Dressler's seventh standard of textuality (note 7), described as those factors which "make the utilisation of one text dependent upon knowledge of one or more previously encountered texts". They suggest that "the whole notion of textuality may depend upon exploring the influence of intertextuality as a procedural control upon communicative activities at large."¹⁸ Neubert and Shreve (note 31) describe this as, "a global pattern which the reader compares to pre-existing cognitive templates extracted from experience...a property of being which readers attribute to texts". They also explain that the translator who uses parallel texts as a guide to other standards of textuality according to L2 audience expectations, is establishing thereby an element of intertextuality.

In this study, the concept of intertextuality is also applied to refer to the way in which a text makes reference to denotative or connotative elements or characteristics of another text or text type (e.g. Gateway, the cowboy way of life as depicted in US Western films).

langage: a term from Saussurean linguistics referring to definition a. of language (below) - the innate capacity for expression through units of meaning.

language: this refers to a. the intellectual capacity for expression of concepts through phonemic and graphic units of meaning; and b. the individual language system used by a given socio-linguistic community - Saussure's *la langue*.

la langue: according to Saussure, this is a system, one consisting of a set of arbitrary signs which can be used in certain combinations according to predetermined rules: un produit social de la faculté du langage et un ensemble de conventions nécessaires, adoptées par le corps social pour permettre l'exercice de cette faculté chez les individus (Saussure, 1987:25). Or, as Williams (1992:37) describes it: the social side of speech, outside the individual who can never create nor modify it by himself, it exists only by virtue of a sort of contract signed by the members of a community.

literal translation: according to many, such as Newmark, this involves word for word translation regardless of how these words are combined to form complex units of meaning. According to Berman,¹⁹ literal translation is not necessarily, "mot-à-mot servile... ni calque, ni reproduction, mais attention portée au jeu des signifiants."

localisation: the development or adaptation of advertising material to appeal to a local market, usually at national level, by a multinational company.

market segmentation: the process by which a marketing campaign is based on the characteristics of a particular target sub-group in terms of socio-cultural, educational and professional criteria.

meaning: for Augustine, a given meaning or concept has a direct link with a specific term or nomenclature; this is how we access the truth. In contemporary theory, there is no such short cut or guarantee. Meaning is seen as use in context, as part of a network of interactive values.

*for Saussure, the association between sign and meaning is arbitrary, the result of social convention. Thus meaning, (*le signifié* as accessed by means of the *signifiant*) depends on a network of relationships and oppositions within a system:²⁰ *for Newmark: functionally relevant information, both implicit and explicit:

*for Wittgenstein, signification of a given referent through "use in context", where signals produce effects but are interrelated to each other in characteristic ways as part of a system *for Peirce, meaning is constructed through a truth-seeking process, by considering the effects that the object of conception might have:²¹

*for Robinson, the somatic and idiosomatic response to use in context, a synthesis of use and feeling, a dialogic engagement between the translator, the ST and the TL target receiver.²²

meaning-shifts: apparent loss or alteration of meaning of a unit of translation, from ST to TT (van Leuven Zwart 1990).

mind map: a term proposed by Holmes and others to refer to a stage in the translation process, one which comes between decoding and encoding, a mental image of a message is created in the mind of the translator following reading and analysis of the SL text, comprising both individual concepts and the overall combination of those concepts to produce a given effect - a kind of *tertium rationem* which is intuited by the translator prior to re-expression in the TL. Holmes states that "all translations are maps, the territories are the originals", ²³ in order to explain how it is that a single ST can give rise to different versions of a TT, all of which can be regarded as functionally

adequate, depending on the function of the TT in relation to the needs of the target language user.

myth: a myth is described by the Oxford English Dictionary as, "a purely fictitious narrative.... embodying popular ideas on natural phenomena". According to Floch 1990, advertising seeks, through the exploitation of mythical scenarios, to attribute certain qualities to a product, within and by means of the conventions of the discourse genre. In the context of this study, the definition of a myth has been taken to refer to a fundamental principle, promoted by those in business and assumed to form part of the (business and consumer) cultural knowledge of the target reader. Sauvageot (1987) sees the myth as being perceived as the figurative embodiment of an eternal truth, the ultimate form of reference for phenomena of human existence (my translation). In this study, use of the myth is seen to create and convey beliefs or values which underpin an advertising message as one device for the creation of the product image through the construction of the message. Barthes studied how myths, used in this same context and manner, create the advertising message and promote the illusion of the "bonheur de l'identité et l'exaltation du semblable", claiming that myths have come to function as a semiotic system which conveys meaning by the structure of the message even more than by its form.²⁴ This is why it is claimed in this study that myths form an essential tool for the development of the coherence of the message.

norm: the expectation that a specific form of expression of meaning will be used in a given communicative situation; pattern of use which has become generalised through consensus of use, then institutionalised through repeated consensus to gain prescriptive powers over users of a given language.

parallel texts: For discourse analysis: similar text types within a given discourse genre, produced in the same language, sharing characteristics of text production, function and use of language. For corpus linguistics, two or more texts, produced in two or more different languages, all having a common ethos, message and function but written for target language users from elements of information contained in a Source Text, with each target text bearing an identifiable relationship with the Source Text in terms of some or many or all of its features and content (source text induced target text production). For the translation of advertising, the concept of the parallel text is sometimes used to refer to texts in different languages produced from a basic set of information, which is not however presented in the form of a text, so that the fundamental content and function (s) of each parallel text are similar but the realisation of each text will depend on target culture- and target-language-specific concepts and norms.

parole: a term from Saussurean linguistics referring to the actual form or combination of forms of a language as used by the socio-linguistic group for which it serves as a communication system; the selection of units from the langue as made by users at a given period or time (a synchronic description of language use).

parole.1: Pergnier's first definition of the Saussurean term parole, used in the same way - a social use.

parole 2: Pergnier uses the term *parole* to describe the use of elements of *la langue* by sub-groups or by the individual user; what is elsewhere called professional jargon or LSP for the former and idiolect for the latter.

pattern: a recurring use of a linguistic or stylistic form or strategy in situations having broadly similar characteristics of text production and text function: can be extrapolated from empirical analysis and verifiable by trial use in different situations.

percept: the "mental construct of sensory experience", incorporating both the concept as given and the way in which the perceiver interprets this given. The former, more universally applicable aspect of the *percept* (Peirce's term for that which is perceived) should have a wider range of potential significance and effect, whilst the latter aspect of the percept will be the individual reaction to one or more aspects of this range, resulting in an individual dynamic perception.

performance: Chomsky's term describing a concept similar to **parole**, the actual use of language by an individual. In the case of the translator, performance relates to the success of the translation process in terms of its function in the TL.

product constellations: a term used by Solomon and Assael²⁵, who state that "meanings of products are in part derived from their occurrence, or expected occurrence with other products, in the inventories of prototypical social role occupants" (idem: 190). It is further claimed that individuals "require an inventory of products to communicate social class standing" (idem: 192). Also described as the "Gestalt method".⁵

replaceability: a term proposed by Petrilli²⁶, where the sign not only replaces the signified, but can itself be replaced by something else, another sign (see **continuous semiosis**).

Sapir-Whorf hypothesis: a hypothesis concerning the relationship between a language system and the world view of its speakers, with the former influencing the latter so that language not only responds to communicative needs: it also shapes them. Language is seen as a reflection of the social world, and social patterns and recurrent experiences condition perceptions of reality and its meaning, so that,

it becomes almost impossible for the normal individual to observe or conceive of functionally similar types of behaviour in other societies than his own or in other cultural contexts than those he has experienced without projecting into them the forms that he is always consciously finding that one is in unconscious subjection²⁷

Williams (1992) explains that in fact Sapir and Whorf adopted slightly different perspectives on this relationship between a language and the social system which it serves. According to him, Sapir believed that language first arose in response to social needs in a given community and only over time begins to operate as parameters shaping a world view. For Sapir, it is the lexis of the language which organises people's experience. Whorf on the other hand, again according to Williams, saw the external world as a chaos of experience, to which only a given linguistic system could

bring order and the ability to interpret that experience in a meaningful way. Thus for Whorf, it is the rules of syntax which model ideas:

The linguistic system fashions the ideas, it is the programme and the guide of individual mental activity, the cause of their analyses of impressions, the cause of the syntheses which operate his mental stock"²⁸

We dissect nature along lines laid down by our native languages²⁹

Although this view has undergone differing degrees of positive or negative reception over the years, within the context of translation studies, it may still have some relevance in the consideration of interlingual and intercultural differences in the translation situation.

Second/ Secondness: We can know something as a unit, which cannot be broken down into smaller elements of signification without ceasing to be a unit. For example, a married couple has to consist of a husband and wife but a husband does not constitute a married couple. A bottle opener is an implement designed for the purpose of opening bottles, but either word alone will not convey the whole substance. So this way of knowing is, for Peirce, called **Secondness**, because something only exists because another thing is also there with it and is essential to it. This is the concept of action and reaction, of otherness, of elements of polarity or interaction. All knowledge of the factual world is, for Gorié, the result of secondness: when we open the door to a visitor or answer the phone; when we make a discovery, an effort or a decision; secondness occurs in the here and now but is based on the past and on the lessons we draw from the past. Peirce himself says that Secondness is the character of what has been done, a case to which something applies. Within the process of translation, Robinson describes experience as a Second (where instinct is a First and habit a Third), where real-world activities and events work on the individual from the outside (see note 3). The learning process takes place through movement back and forth from SL to TL and vice versa, "feeling the similarities and dissimilarities between words and phrases and structures".

sémiologie: a European form of semiotics, which is more interested in relationships between the sign and what it represents from the linguistic/ systemic point of view - Saussure proposed : "une science qui étudie la vie des signes au sein de la vie sociale"³⁰), where a sign is taken to mean *aliquid stat pro aliquo* (something which stands for and represents something else) and in which linguistics would be the study of one part of such a system of signs.

*Saussure looks at signs as interdependent elements of a language system, claiming that all signs only have meaning in so far as they represent choices, so that they do not mean some things (or other signs would have been chosen instead) and they only mean other things by virtue of a combination with other signs (eg collocations) and b. the context of use.

*Barthes looks at painting, clothing, food, sport, photography, advertising as different systems (ie languages) which manifest and perpetuate social ideology. In other words, he sees a system or pattern in almost the whole of human social behaviour

*Levy-Strauss looked at tribal rites and rituals as forms of communication of social values and beliefs - an anthropological study of human behaviour as a system and communication based on the rules of that system.

semiotics: the study of In his "Semiotic Perspectives" Hervey offers the following definition of semiotics: "Semiotics is the study of a phenomenon that manifests itself as a particular type of correlation: that between 'signals' and 'messages'.

Much debate has been conducted as to where exactly semiotics should be included in the world of scientific research, under what heading, and whether linguistics forms a part of a wider science of semiotics, or vice versa. Those who believe the former argue that the scope of *semiotics* extends to cover all systems of signs used in a structured way for the purpose of communication. cf Peircean semiotics, a "phenomenological analysis or description of known signs through the process of abstraction to the characters of all signs".³¹

Those who hold the latter view argue that *semiotic* is a specific form of linguistic enquiry, studying signs as one aspect or element of the way in which language functions as an integrated system of communication composed of many elements, including semantics and syntax as well as semiotic.

sign/ le signe: the dyadic nature of the sign in the Saussurean sense: *le signe* is the physical representation of a segment of reality or experience, usually in the form of phonemes in the oral medium and graphemes in the written medium. As Saussure defines this term, "le signe linguistique unit non une chose et un nom, mais un concept et une image acoustique", further explaining that "les mots de la langue sont pour nous des images acoustiques",³² "le signe est donc une entité psychique à deux faces....nous proposons de conserver le mot *signe* pour désigner le total et de remplacer concept et image acoustique respectivement par *signifié* et *signifiant*". This dyadic view of the relationship between sign and designatum does not take into account other factors of the process of interpretation, including context of use, addressee expectations and knowledge, all of which will affect interpretation of the intended meaning of a sign in its specific use in that context.

signifiant: the phonic or graphic form which designates a concept (see **signe**).

significatum: cf denotatum, *signifié*, the segment of reality designated by a sign.

signifié: the concept designated by a phonic or graphic form (see **signe**).

situation: according to Neubert and Shreve, the situation of a text refers to the circumstances of its production at a particular time, in a particular sociocultural setting (see situationality, below).

situationality: this is Beaugrande and Dressler's sixth standard of textuality (see note 7), which they define as relating to the factors which make a text relevant to a situation of occurrence. According to these authors, who give an example of road signs, "situationality works so strongly that the minimal version (ie amount of information to

be given) is more appropriate than the clearer (ie more explicit). This is of equal relevance to the translation situation, where the tendency towards explication may produce an excessively lengthy TT which will in turn affect its reception by the TL reader. Neubert and Shreve describe this standard as a major component of textuality, the "location of a text in a discrete sociocultural context in a real time and place", so that the translator has to be aware of the attitudes and needs of the TL receiver in the immediate context of text reception, including any adaptation of L1 knowledge according to addressee needs, expectations and attitudes. Neubert affirms that for a translation to succeed, "there must be a situation which requires it, a translation need" and the translator is responsible for "projecting the situationality" of the intended target text in order to ensure the relevance and accessibility of the message.

skopos (Vermeer - see Chapter One): the purpose or function of a message in relation to the target addressee.

social code: a code of conduct, which members of that society are expected to respect in their interactions with each other.

social institutionalisation: the process by which a pattern of behaviour, here linguistic, becomes conventionalised through usage, with the potential for eventual formalisation as a prescriptive norm governing behaviour in a given situation.

sociolinguistic community: a group of language users all drawing on the same language or language system for their parole, social and/ or individual form of expression.

sourcerer/ sourcier: a translator who seeks to take his TL reader to the ST, who seeks to relay the universal truth inherent in the ST by using the ST's choice of manner and form of expressing this truth, rather than by naturalising the way in which the truth is expressed in the TL. The source text is not hidden and the TL user is confronted with something different, which may not conform to TL norms of expression and style but which is nonetheless comprehensible - a hybrid. Someone who seeks to confront the TL reader with the exoticism of the ST in order to assist him to access the message as it appeared to the SL reader. This involves the assumption by the translator of a desire on the part of the TL reader to extend his awareness of the SL culture and world-view and of this reader's ability to do precisely this.

strategy: a transfer procedure in the translation situation, adopted to account for, in the TL/ TT, a particular unit of meaning of the ST. This strategy is decided on by the translator following a translation-oriented analysis of the ST, to determine its characteristics and identify any problems of translation, bearing in mind the intended skopos of the target text and the needs of the addressee of this TT. Some strategies remain translation-situation specific, others may be reproducible and can be used in similar, although not identical, translation situations.

symbol: Where a unit of meaning has a culture specific frame of reference, with attached value judgements depending on cultural consensus or conventions, the unit could be said to function as a symbol, and there may be a similar incidence of loss or gain. Here, the student needs to break down the unit into aspects of meaning, based on SL sociocultural competence, and search for TL units to express all those aspects

of meaning; he can then use the resulting definition to search for a TL culture specific unit of reference.

system: a complex mechanism governing the interrelationship of similarities and differences of its constituent elements of which there is a fixed class and which can be categorised according to predetermined criteria. As a standardised means of regulating a particular form of behaviour, a system aims to ensure maximum tolerance of the needs of the individual whilst protecting the needs of the group.

targeteer/ cibliste: a translator who makes choices and decisions based on the intention of making the SL text accessible to the TL reader by naturalising references, concepts and stylistic devices to conform to the TL reader's expectations and to TL norms, what is often called an "ethnocentric approach". Berman defines the product of this approach as, "une traduction qui ramène tout à sa propre culture, à ses normes et valeurs et considère ce qui est situé en dehors de celle-ci - l'Etranger - comme négatif ou tout juste bon à être annexé, adapté, pour accroître la richesse de cette culture".³³ The aim is to "maintain the integrity and wholesomeness of a source-text as expressed in another target language culture".³⁴

text: any coherent, structured form of communication of a complete message, whether verbal or written, although for the purpose of this study text shall be assumed to refer to written messages.

textuality: according to Neubert and Shreve, "textuality integrates translation procedure and world knowledge with the text as product. Textuality refers to the complex set of features that texts must have to be considered texts."³⁵

text type: this refers to the way in which a text can be identified as belonging to a particular type or form (advertisement, speech, editorial), by virtue of its function in relation to the target user. "Configurations of genres (and so of course of discourses, voices, styles, modes, activity types) which have developed and become conventionalised for particular categories of activity in particular types of social situation. A texttype is situationally and historically quite particular, a genre is more abstract",³⁶ so that within a given genre, for example the discourse of advertising, there will be different text types (public relations, product promotion, brand name reinforcement) and within each text type, there may be different text sorts (text only, text plus image, sound and image, extended text, slogan plus image...). Reiss was one of the first to discuss the relevance of text types to problems of translation, based on Bühler's definitions of functions of language; Reiss also tried to demonstrate a link between text type and overall translation strategy, although this link was felt by other scholars, such as Nord, to be overgeneralised and difficult to substantiate.³⁷

Third/ Thirdness. For Peirce, this is when we can know of something through something else; for example, when we see a rose or a heart we may think of love; a wedding ring stands for and evokes eternal love and fidelity; a badge represents the office of the wearer; an egg may represent new life, or just a hearty breakfast, depending on the context of appearance; a gesture may be interpreted as threatening. All of these are symbolic representations of a meaning through the use of an unrelated form, and they only work in a communicative situation because we already know that

there is a symbolic substance linked to that form and because the context tells us that the form is functioning in a representative manner in that context, not in its first or second function. Thirdness is future-oriented and allows us to predict what may or is to be and to adapt our attitude accordingly. Peirce calls this the consciousness of synthesis that binds our life together. All finer feelings and deeper emotions are thirds, also cognition, intelligence and mental growth. Robinson describes habit as a Third, in the triad of the translation process, as that form of translation behaviour which "transcends the opposition between general readiness and external experience by incorporating both into a promptitude of action". Thus specific solutions learned through experience are "sublimated over time to become more or less unconscious behaviour patterns". (see note 3)

translation norm: a parameter within which choices will be made by the translator during the process of translating a given ST into a given TL for a given communicative function. Such norms will be decided during the initial translation-oriented analysis of the ST and will be valid only for that particular exercise of the process of translation. Toury (1980) talks of an initial norm, whereby the translator decides whether to prioritise SL forms and style or to reformulate the message within the norms and conventions of the TL.

translation (1): For this study, the process of interlingual and intercultural transfer of a message from one language-in-culture to another language-in-culture.

The following definitions have been selected to demonstrate different view of this process:

- For Peirce, translation is the same as sign interpretation, and vice versa: " a sign is not a sign unless it translates itself into another sign in which it is more fully developed".³⁸

- Jakobson developed this approach to produce his three definitions of different types of translation activity:³⁹

- * intralingual: paraphrase or reformulation within the same language system

- * intersemiotic: transfer of units of meaning from one kind of signifying system to another, either non-verbal to non-verbal, verbal to non-verbal or non-verbal to verbal

- * interlingual: transfer of units of meaning from one language system to another - what he calls *translation proper*

- Saussure reminds us that translation is concerned with *faits de parole*,⁴⁰ with language in use, not in relation to the abstract framework offered by the *langue*.

- For Holmes, "all translation is an act of critical interpretation",⁴¹ whilst for Mary Snell Hornby it is an "interaction between two cultures".⁴²

- Lambert and Robyns argue that translations "are to be seen as the result of and the starting point from which to view semiotic processes at work in the formation of discursive practices..... one step in the ongoing process of the endless semiotic chain.....an intercultural activity".⁴³

translation.(2). the product of these decisions and choices, the translated target text.

translation studies:.(3) the scholarly study of a possible theory or theories which might explain the actual processes of translation.

translationese: a kind of mixture of TL and SL forms resulting from constraints on TT production, often the result of borrowing or interference from the SL.

translatorese: a mixture of TL and SL forms resulting from choices made by the translator and arising from his translation competence, his SL and TL linguistic and socio-cultural competences.

triadic nature of signs: a Peircean concept, where each sign or representamen has an *object* (to which it refers), a *form* (the sign itself) and an *interpretant* (that definition which signals the existence or properties of meaning of the item of reference, with or without the presence of a sign or even of an interpreter).

unit of meaning: lexeme or combination of lexemes which cannot further be broken down into meaningful sub-components, forming and expressing a single concept (the text may also be a unit of meaning).

vision(s) du monde (world-views): the way in which a member of a given socio-linguistic and socio-cultural community perceives the reality around him and segments his experience of that reality. Also how this same reality influences the ability of the thinking subject to perceive and rationalise experience by expressing it in his mother-tongue (refer to Sapir-Whorf hypothesis).

According to Sauvageot, "le sens de la conduite d'une société est à trouver dans son discours" and "le langage se révèle comme mode d'accès privilégié à la culture".⁴⁴

¹ Holz Mänttari J (1984), Translatorisches Handeln: Theorie und Methode, Helsinki, Suomalainen Tiedakatamie

² Vermeer H (1986), Voraussetzungen für eine Translationstheorie, Heidelberg

³ Toury's translation of Even-Zohar's definition, quoted in: Hermans T, "Toury's Empiricism Version One", in *The Translator*, vol.1, no.2, 1995, 215-223

⁴ Tullio de Mauro (ed)(1987)De Saussure F, Cours de Linguistique Générale, Paris, Payot, pp100-101

⁵ Baker 1992:218

⁶ Hervey, Higgins, 1992:248, based on Halliday and Hassan, 1976, Cohesion in English, London, Longman

⁷ Beaugrande, Dressler (1981) : 3 - 13

⁸ Baker 1992: 180

⁹ Hasan R, "The Texture of a Text", in Graddol D, Boyd-Barrett O (eds) 1994: 74-89

¹⁰ Gutt E (1996), "Implicit Information in Literary Translation: A Relevance-Theoretic Perspective" in *Target* 8:2, 239-256

¹¹ Chaney D (ed)(1994) The Cultural Turn, London, Routledge: 2

¹² Robinson D, (forthcoming) The Translator's Habit.

¹³ Nida 1964:68, in Gentzler 1993:56

¹⁴ for definitions of equivalence refer to Totosy de Zepetner, "Towards a Taxonomy for the Study of Translation", in *Meta* XL, 3, 1995, 421-444

¹⁵ Fairclough N (1995), Critical Discourse Analysis, Singapore, Longman : 14

¹⁶ Robinson 1991:105-106

¹⁷ Hasan R, "Ways of Saying, Ways of Meaning", in Fawcett R, Halliday M A K ET AL (eds), (1984), The Semiotics of Culture and Language, London, Pinter

¹⁸ Beaugrande and Dressler, 1981: 206

¹⁹ Berman A, 1985, Les Tours de Babel: essais sur la traduction, Mauvezin, Trans-Europe Repress, quoted in Bandia P, "Is ethnocentrism an obstacle to finding a comprehensive translation theory ?"

Meta, XL, 3, 1995: 488-496

²⁰ Tullio de Mauro (ed), Saussure, 1987:170 -171

²¹ Gorlée 1994:119

²² Robinson, 1990: 10

²³ Holmes J S (1988), Translated: Papers on Literary Translation and Translation Studies, Amsterdam, Rodopi

²⁴ Barthes R (1957), Nouvelles Mythologies, Paris, Seuil

²⁵ in Sebeok, 1986

²⁶ a term used by A Ponzio (1981), quoted in Petrilli 1992:234

²⁷ Sapir E (1949), Selected Writings, D Mandelbaum (ed), Berkeley, University of California Press, quoted in Williams G (1992), Sociolinguistics: a Sociological Critique, London, Routledge, 33

²⁸ Whorf B (1956), Language, Thought and Reality, J B Carroll (ed), New York, Wiley, quoted in Williams G (1992), Sociolinguistics: a Sociological Critique, London, Routledge, 34

²⁹ idem

³⁰ Saussure F, Cours de Linguistique Générale, 1987:33

³¹ Almeder, 1980:21

³² Saussure 1987:98-99

³³ idem

³⁴ Bandia P, "Is ethnocentrism an obstacle to finding a comprehensive translation theory ?" *Meta*, XL, 3, 1995: 488-496

³⁵ 1992: 69-70

³⁶ Fairclough 1995:14

³⁷ see Nord 1997 for further discussion of this

³⁸ Peirce, Collected Papers 1931-1966, Hartshorne et al (eds), quoted in Gorlée 1994:153

³⁹ Jakobson 1959, On Linguistic Aspects of Translation, in Brower 1959: 260-266

⁴⁰ Harris 1990:44

⁴¹ Holmes J (1970), The Nature of Translation, The Hague, Mouton

⁴² Snell Hornby (1988)

⁴³ Lambert, forthcoming, quoted in Gentzler 1993:185-186

⁴⁴ Sauvageot, 1989: 101

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**Translation Strategies and Cross-Cultural Constraints:
A case study of the Translation of Advertising Texts**

APPENDICES

Beverly Adab
Doctor of Philosophy

The University of Aston in Birmingham
November 1997

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NUMBERING
AS ORIGINAL**

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GW	Gateway	349	441	530
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APPENDIX ONE

TEXTS - TRANSCRIPTS

**PAGE
NUMBERING
AS ORIGINAL**

A. ST:

Toute latitude pour vos traductions:

4T, les mots aux 4 points cardinaux

Avec 4T devenez 4 fois plus performant:

Toute croissance passe par une communication performante. Bien communiquer, c'est enrichir vos rapports avec vos clients, accroître leur nombre, dynamiser vos échanges, affirmer votre image de marque. L'Ecrit tient une place prépondérante dans le contexte économique actuel. Eliminer tout obstacle au niveau de la langue, c'est gagner en efficacité

Exportez l'Ecrit

4T se charge de la traduction de tous vos textes.

Quel que soit votre secteur d'activité, juridique, médical, scientifique ou technique, 4T vous donne les moyens d'exprimer vos compétences et votre savoir-faire. Pour chaque type d'intervention 4T met à votre disposition des traducteurs confirmés. Sélectionnés en France et à l'étranger, ils sont tous spécialistes du sujet à traiter, et réalisent vos traductions dans leur langue maternelle. Pour plus de fiabilité encore, 4T opère un contrôle systématique de chacune des traductions par une équipe de relecteurs qualifiés.

Exigez la perfection

4T a les outils pour un traitement de texte irréprochable

4T se charge de tout type de traitement de texte. Vous pouvez lui confier vos manuscrits, vos textes dactylographiés et vos cassettes audio.

4T, très vigilant sur la présentation finale de vos documents, les édite sur imprimante laser.

Equipé du matériel le plus performant, 4T traite vos textes sur le logiciel de votre choix et dans le format de disquette que vous souhaitez pour une parfaite adaptation à tout type de matériel: IBM PC et compatibles, Macintosh, Rank Xerox Documenter...

Vous pouvez, bien sûr, bénéficier du traitement de texte 4T pour vos traductions.

4T se met en 4 pour vous servir

Fiabilité

Les traducteurs, relecteurs et interprètes de 4T font l'objet d'une sélection rigoureuse

Rapidité

Les délais sont rapides et respectés à la lettre

Un service de coursiers est mis gratuitement à votre disposition

Disponibilité

4T intervient sur le champ dans les domaines les plus pointus

Efficacité

Elle repose sur les hommes et sur les investissements technologiques. 4T a la volonté de toujours mieux répondre à l'attente de ses clients

B. TT:

4T - THE GLOBAL MARKET IS YOURS

Worldwide Contacts

BY TRANSLATIONS

All growth nowadays involves high-level international communication. The written word remains essential. By removing the language barrier, you assert your brand image and gain impact

4T has earned a name in this sector and it offers you the means to convey your expertise - commercial, scientific, legal or technical, in the language of your choice.

We place at your disposal seasoned professionals, specialists in your field, who translate solely into their mother tongue.

To guarantee maximum reliability, a team of proof readers checks every translation.

4T also dispatches top-notch conference interpreters all over the world to meet your specific needs: simultaneous, consecutive or escort interpreting.

BY TEXTS

Your impact depends on the form of your message as much as its content. The wording and the layout of your texts must be flawless.

To process your texts, 4T uses the most effective software, with a broad range of hardware: IBM PC's and compatibles, Macintosh, Rank Xerox Documenter... and documents are laser printed. Entrust us with your manuscripts, typewritten texts, audio-cassettes or diskette. We will prepare the final layout of your choice.

4T specialists also key-in scripts of press conferences, forums and seminars in French or any other language.

BY REFERENCES:

4T means service

OUR NUMBER ONE ASSET - AVAILABILITY

We are ready at all times to mobilise the specialists you need in the language of your choice. This is our definition of service

OUR WATCHWORD - RELIABILITY

To deserve your trust we make it our duty to do a flawless job. Your requirements are ours.

OUR COMMITMENT - SPEED

We work quickly and meet deadlines, and this is one reason for our success

A dynamic firm must act fast, so our messengers are at your disposal in the Paris area to collect and deliver your packages. Short or urgent jobs can be handled via fax or telex.

AEROPORTS DE PARIS PREMIERE PLACE AEROPORTUAIRE EN EUROPE CONTINENTALE

A:ST

PREMIERE PLACE AEROPORTUAIRE EN EUROPE CONTINENTALE

Concevoir, construire et gérer les infrastructures, développer les services nécessaires au bon fonctionnement du transport aérien et au confort des passagers, telle est la mission d'Aéroports de Paris (ADP).

Etablissement public autonome, ADP a autorité sur une quinzaine de plates-formes aériennes situées dans un rayon de 50 kilomètres autour de Paris. Avec notamment Orly au sud, Roissy-Charles-de-Gaulle au nord et le Bourget pour l'aviation d'affaires. Un domaine foncier de 6 500 hectares, soit les deux tiers de Paris intra-muros.

En 1990, les 6 500 collaborateurs d'ADP ont accueilli 47 millions de passagers, pour 425 000 mouvement d'avions, faisant de Paris la première place aéroportuaire d'Europe continentale et la deuxième dans le monde pour le trafic international.

L'ingénierie est un secteur dans lequel ADP a acquis une réputation mondiale. De l'étude conceptuelle à la livraison "clés en main", ADP est intervenu dans une vingtaine de pays, sur plus de soixante grands projets. ADP est ainsi, actuellement, en train d'achever les études de l'aéroport de Kensaï, dans la baie d'Osaka, au Japon.

B: TT:

LEADING AIRPORTS COMPLEX IN EUROPE

The design, construction and operating of infrastructure and the development of services required for the smooth running of air transport facilities (sic) constitute the mission of Aéroport (sic) de Paris (ADP).

An independent public body, ADP is in charge of around 15 airports and other aviation facilities within a 50-kilometre radius of Paris. With, in particular, Orly to the south, Roissy- Charles de Gaulle to the north and Le Bourget for business flying. Its property assets thus cover some 6, 500 hectares, an area equivalent to two-thirds the area of Paris, excluding its suburbs. In 1990, ADP's 6, 500 employees handled 47 million passengers and 425, 00 aircraft movements, making Paris the top airport centre in continental Europe and the second busiest in the world for international traffic.

ADP has also acquired an international reputation in the field of engineering, from design studies to the delivery of turnkey facilities.

The company has carried out some 60 major projects, in around 20 countries. ADP is currently putting the final touches to planning studies on Kansai airport, to be built in Osaka bay, Japan. (183 words)

Approches, magazine des aéroports de Paris, no 2.. 12.91 - 1.92, p 77

APPLE COMPUTERS

A.ST: YOUR IDEAS HAVE NEVER LOOKED BETTER

It's never been so easy to make your ideas look great.

When your ideas look good, people take a good look at your ideas. And thanks to Apple scanners, displays and printers it's easy for your ideas to look their best.

Don't settle for work that looks good when it's just as easy to create work that looks great. Take a close look at Apple scanners, displays and printers today. And make people take notice tomorrow.

The power of persuasion:

Adding images to your work adds impact - lots of it. Images and text work together to persuade your reader in a way that words alone can't. Images can help to explain complex subjects, show the face behind the words - and take the reader just about anywhere. In addition, images give a professional look to your communications. Take a look at the samples shown here and see how the addition of scanned images to a publication can make a difference.

B. TT:

VOS IDEES N'ONT JAMAIS ETE SI BIEN SERVIE

Donnez bonne mine à vos idées:

Les idées bien présentées attirent mieux l'attention. Grâce à la dernière génération de scanners, moniteurs et imprimantes Apple, vous n'avez aucun mal à mettre toutes vos idées en valeur. Vos documents ne passeront pas inaperçus.

Le pouvoir de persuasion:

En ajoutant des images à votre travail, vous augmentez - considérablement - son attrait. Ensemble, les images et les textes acquièrent un pouvoir de persuasion que les mots seuls n'auront jamais.

Les images expliquent des raisonnements complexes, montrent le visage de celui qui s'exprime ou emmènent le lecteur en voyage. De plus, elles donnent une apparence plus professionnelle à vos documents. Regardez l'exemple: les images numérisées ajoutées à la publication font toute la différence.

AUSTRALIA

A: ST:

Koalas, Kookaburras and Kangaroos,

Crabs, Catfish and Crayfish

Wombats, Wallabies and Wattlebirds

From the Duck-billed platypus to the legendary Tasmanian tiger

Ballooning, Bushwalking and Barbecues

Rainforest treks, reef cruises and whitewater rafting.

Scuba-diving, sailing skin-diving and snorkelling.

From surfing on Bondi Beach to skiing in The Snowy Mountains

Swan River, Seven Spirit Bay and the Sunshine Coast

The contrasts of Kakadu, King's Canyon, Katoomba, Kalgoorlie, Kuranda and the Karri Forest.

From the sophistication of Sydney to wilderness of the Simpson Desert.

From Wetherby Cattle Station to Woolloomooloo to Wildflower Country

In short, Australia is every holiday you've ever dreamed about.

And our 1994 Traveller's Guide is designed to more than whet your appetite for the myriad delights to come

We take you through the great cities of Australia

We devote an entire section to the blue-sea magic of the Barrier Reef and the visual poetry of its many tropical islands

In addition, on perhaps a more prosaic note, there's an invaluable information section of vital advice on such items as passports, visas, currency and how best to travel the continent.

And finally, to highlight 1994 as Australia's Year of the Great Outdoors, we include a section on precisely that.

The wide open spaces and never-ending natural wonders of the world's largest island. 37, 000 kilometres of beaches. And much, much more.

L'AUSTRALIE

B: TT

Koalas, martins-pêcheurs géants et kangourous

Crabes, poissons-chats et écrevisses

Wombats, Wallabies et Wattlebirds

Des ornithorhynques à bec de canard au tigre légendaire de Tasmanie

Montgolfières, randonnées dans le bush et barbecues.

Trekking dans la forêt tropicale, croisières sur la Barrière de Corail et rafting dans les rapides

Plongé sous-marine autonome, voile, natation et plongée

Surf à Bondi Beach ou ski dans les Snowy Mountains

La rivière Swan, la baie Seven Spirit et la côte Sunshine

Tout en contrastes Kakadu, King's Canyon, Katoomba, Kalgoorlie, Kuranda, et la forêt Karri.

De Sydney, ville moderne au désert Simpson et ses paysages sauvages

Des centres de bétail de Wetherby à Woolloomooloo et au pays de la flore sauvage.

en bref, l'Australie ... les vacances dont vous avez toujours rêvé

Notre guide touristique 1994 ne se contente pas seulement de vous donner un avant-goût des myriades de merveilles qui vous attendent....

Nous vous emmenons à la découverte des villes principales australiennes.

Nous consacrons une section entière à la Grande Barrière baignée d'une eau bleue enchanteresse et aux nombreuses îles tropicales d'une beauté épique.

De plus la plume devient plus prosaïque la section informations, inappréciable pour ses bons conseils, vous renseigne sur de sujets tels que passeports, visas et devises.... sans oublier les meilleures façons de parcourir ce continent.

Enfin, 1994 est l'année de la vie en plein air en Australie, et nous ne manquons pas de vous en parler.

AVIS

A: ST:

Avis - your car awaits you as you get off the train

Your trip from London to Paris or Brussels has taken just three hours. Avis has joined forces with the French and Belgian railways to make sure that you stay ahead of the clock. Now there's no reason for the time you've gained from a fast comfortable train trip to slip through your fingers while you look for a car to rent. AVIS, Europe's number one car hire company, has been chosen to develop a car rental service in the French and Belgian stations under the name AVIS TRAIN + AUTO. When you get off the train, just think: AVIS TRAIN + AUTO, and you will quickly be on your way to your destination, in the best possible conditions, at the wheel of your hired car.

B: TT:

Avis votre voiture à la descente du train

Vous êtes arrivés à Paris ou à Bruxelles de Londres en trois petites heures. Vous voilà frais et dispos après un confortable voyage en train. Ce serait bien dommage de gaspiller votre temps et votre énergie pour dénicher une voiture de location. AVIS, leader de la location d'automobiles en Europe, s'est joint à la SNCF et la SNCB pour vous faire gagner toujours plus de temps! Fort de son professionnalisme, AVIS a été choisi pour développer ses prestations au coeur des gares de France et de Belgique sous la marque AVIS TRAIN + AUTO. Le réflexe AVIS TRAIN + AUTO dès la descente du train, c'est la certitude du repartir sur le champ, et dans d'excellentes conditions, au volant de votre voiture de location

EXPATRIATE GUIDE

A. ST:

LEGAL POSITION - EXCHANGE CONTROL

Restrictions on the transfer of funds from and to France have been abolished with the exception of certain investments involving the control of French companies. There simply remains a requirement to advise the movement of funds between France and other countries when the transfer exceeds FF 50 000. If the movement transits by a bank account, it is the bank which is responsible for the formality of reporting, but in an anonymous form.

TAX RULES

A foreigner is taxed in France on his world wide income as soon as he becomes resident in the country. The criterium for residence may be any one of the following

- * establishment of the family home in France or of the person's principal place of residence,
- * exercise of the principal professional activity in France,
- * use of France as the centre of a person's economic or business interests

The bank may ask for some proof of place of residence when making certain investments in France. In principle, a non-resident is taxed in France on income arising from French sources, but there are numerous cases of exoneration.

NON-RESIDENT COMPANIES

In certain circumstances, it may be advantageous for the non-resident to lodge a part of his assets in a non-resident company.

Our specialists can advise on this matter. It is preferable to consult them before taking up definitive residence in France. They will also explain the advantages of using a Trust constituted under a system of Anglo-saxon law.

This can be particularly useful when wishing to leave assets to one's family or to other beneficiaries after death.

SITUATION JURIDIQUE - LA RÉGLEMENTATION DES CHANGES

A l'exception de certains investissements visant le contrôle de (sic) sociétés françaises, il n'existe plus de restriction sur les transferts (sic) et les opérations de change en France, simplement une obligation d'aviser les mouvements de fonds entre la France et l'étranger quand ils dépassent 50 000 Fr. Si ces mouvements transitent par un compte bancaire, c'est la banque qui est chargée des formalités mais sous une forme anonyme.

La Fiscalité

L'étranger est imposable en France sur son revenu net global dès qu'il fixe sa résidence dans le pays.

Les critères de résidence sont les suivants:

- * avoir son foyer en France ou son lieu de séjour principal
- * exercer sa principale activité professionnelle en France
- * avoir le centre de ses intérêts économiques en France

Pour certains investissements, la banque vous demandera une justification de votre lieu de résidence

En principe, le non-résident est imposé en France sur ses revenus de sources françaises, mais il y a de nombreux cas d'exonération.

Les sociétés non-résidentes

Dans certaines circonstances, il est avantageux pour le particulier de nationalité étrangère de loger une partie de ses actifs dans une société non-résidente.

Nos experts peuvent vous conseiller, de préférence avant votre installation définitive en France.

Ces mêmes spécialistes vous parleront des avantages du Trust en loi anglo-saxonne, particulièrement utile pour préparer votre succession en faveur de votre famille et d'autres bénéficiaires.

BARCLAYS BANK:

A. ST:

We are dedicated to creating a Pan-European culture among our staff by the systematic deployment of people outside their country of origin. Thus in many Barclays branches throughout the European Community you will find people from many of the other countries in the Community. Thus, for example a German company operating in any other Community country may have access not only to Barclays staff who speak German but, if necessary, to German staff.

Those deployed abroad bring to bear on any problem useful knowledge of business in their own country. They also help to broaden the knowledge and perspective of colleagues from other countries alongside whom they work.

Opportunities and threats:

The old saying that one man's floor is another man's ceiling sums up the situation facing businesses as the advent of the Single Market gets nearer. What brings an opportunity for one business brings a threat to another.

The opportunities that the changes will give are many and in most cases obvious. There will be the freedom to operate in any European market which you choose. You will be able to sell your goods and services in this vast new Single Market with less and less hindrance from national regulations governing standards, quotas, capital movement and red tape. The laws and directives of the Community will be there to help you should obstacles be placed in your way. There will also be the opportunity to run your business more efficiently as the liberalisation of services, particularly banking, transport and insurance, should ensure that the best products at the keenest prices are available in all corners of the Community.

And it is worthwhile stressing again that a united Europe is not a uniform Europe. The ability to sell goods in, say Greece or Portugal, may be of little use unless you have at least a basic grasp of the culture, tastes and language there, which may have a profound influence on demand in the local market.

B. TT:

Nous avons entrepris de créer une culture pan-européenne parmi notre personnel en procédant au déploiement systématique de collaborateurs en dehors de leurs pays d'origine. Ainsi, dans les nombreux bureaux et agences Barclays de la CE, vous trouverez des employés provenant des autres pays de la Communauté. Des sociétés allemandes actives à l'étranger n'y trouveront donc pas seulement des interlocuteurs qui parlent allemand mais également des personnels de nationalité allemande. Ceux-ci sont affectés à l'étranger pour mettre à contribution leurs connaissances des pratiques de leur pays d'origine.

Opportunités et Menaces:

L'ouverture du Marché Unique représente un changement majeur et peut être interprété (sic) à la fois comme une menace et une opportunité.

Les entreprises seront libres de travailler sur les marchés européens de leur choix. Elles pourront vendre leurs biens et services sur un vaste nouveau marché avec de moins en moins de contraintes sur le plan des réglementations, des quotas, des normes, des mouvements de capitaux, etc... Il sera également possible de conduire des affaires plus efficacement grâce à la libéralisation des services, en particulier les services bancaires, l'assurance et le transport, ce qui facilitera la distribution des meilleurs produits aux meilleurs prix dans tout l'espace européen.

Il est inutile de souligner qu'une Europe unie ne signifie pas une Europe uniforme. L'aptitude à vendre des marchandises en Grèce ou au Portugal, par exemple, ne peut être pleinement exploitée sans une connaissance au moins élémentaire de la culture, des goûts et de la langue de ces pays, car ce sont autant de facteurs influant sur la demande locale.

Christian Ireland

A: ST:

St Patrick may not have been the first to have brought Christianity to Ireland in the 5th century but he can take most of the credit for having converted the Irish from their paganism to the new faith in such an obviously diplomatic way that not a drop of martyr's blood was spilled. By the year 500, the diocesan system of church organisation which he had introduced was gradually replaced by monasteries which sprang up over many parts of Ireland and soon became the great fosterers of literature, art and architecture from the 6th century onwards. It was from these monasteries that missionaries departed on pilgrimage into voluntary exile, to preach the gospel to the heathen, and to re-introduce the Christian message to parts of the European Continent where a nascent Christianity had largely been wiped out by the westwards movement of the Germanic tribes.

Practically nothing remains of these early Irish monasteries during the first century of their flourishing existence. But from about 600 onwards, we still have a remarkable number of manuscripts which emanated from their scriptoria, and which demonstrate such a depth of learning on the Bible and other religious texts that we can easily understand why so many students came from Britain and France to study at the feet of Irish scholars. From the 7th to the 9th century, the monasteries also produced masterpieces of the illuminator's art and, even if we cannot say precisely where they were written, two of the most famous of these are preserved in the Library of Trinity College, Dublin - the 7th century Book of Durrow and the early 9th century Book of Kells, the latter being perhaps the most intricately decorated codex to survive anywhere in Europe from the first millenium of Christianity. Working in close proximity to the scribes were bronze and goldsmiths, whose brilliantly ornamented products - such as the chalices from Ardagh and Derrynaflan - are preserved in the National Museum in Dublin.

L'Irlande Chrétienne

B: TT

Peut-être St Patrick n'est-il pas le premier à avoir introduit le christianisme en Irlande, au 5^e siècle (sic) mais on peut lui attribuer presque tout le mérite d'avoir converti les Irlandais païens à la nouvelle foi d'une manière si adroite que pas une goutte de sang martyr ne fut versée. Vers l'an 500, le système d'organisation ecclésiastique diocésain qu'il avait établi fut progressivement remplacé par des monastères qui se répandirent dans de nombreuses parties de l'Irlande et devinrent bientôt les grands promoteurs et nourriciers de la littérature, de l'art et de l'architecture. C'est de ces monastères que des missionnaires partirent en pèlerinage, en exil volontaire, pour prêcher l'Évangile aux païens, et réintroduire le message chrétien dans les endroits du continent européen où le christianisme naissant avait été anéanti par le mouvement vers l'ouest des tribus germaniques.

Pratiquement rien ne subsiste de ces premiers monastères irlandais qui prospérèrent (sic) tant durant le premier siècle de leur existence. Par contre, est parvenu jusqu'à nous un nombre remarquable de manuscrits, remontant au 7^e siècle, qui émanaient de leurs scriptoria. Ces ouvrages témoignent magnifiquement de la profondeur de l'enseignement que les moines tiraient de la Bible et d'autres textes religieux, si bien que nous comprenons sans peine pourquoi tant d'étudiants arrivèrent de Grande Bretagne et de France pour étudier sous la conduite des savants irlandais. Du 7^e au 9^e siècles, les monastères produisirent également des chef-d'œuvre (sic) d'art de l'enluminure et, bien que nous ne puissions dire précisément où ils furent écrits, deux des plus célèbres d'entre eux sont conservés à la Bibliothèque de Trinity College, à Dublin. Il s'agit du Livre de Durrow, datant du 7^e siècle, et du Livre de Kells, datant du début du 9^e, ce dernier étant peut-être le seul manuscrit à la décoration aussi sophistiquée qui subsiste en Europe du premier millénaire du christianisme. Dans le proche entourage des écrivains travaillaient aussi les orfèvres, dont les œuvres magnifiquement ornées - tels que les calices d'Ardagh et de Derrynaflan - sont conservées au National Museum de Dublin.

CLERMONT-FERRAND TEXT

A: ST:

Clermont -Ferrand, 7 idées pour vous séduire

Au coeur de l'Auvergne et de ses parcs naturels, Clermont-Ferrand constitue le centre d'une région aux milles facettes qui possède tous les atouts pour vous séduire.

Né au 17^e siècle de l'union de Clermont, cité épiscopale, et de Montferrand, ville comtale fondée au 12^e siècle, Clermont-Ferrand possède un passé prestigieux. Du haut de l'ancien volcan sur lequel a été édifée la ville ancienne, la Cathédrale se dresse majestueusement, dominant la plaine environnante et offrant un panorama unique sur les Dômes. Le marché Saint Pierre, le jardin Lecoq et ses parterres multicolores, apportent une note vive et contrastée aux imposantes demeures de la vieille ville, et on ne manquera pas d'admirer la Basilique Notre-Dame du Port, chef d'oeuvre de l'art Roman au cours d'une des visites organisées par l'Office du Tourisme. Mais il faut se perdre dans les ruelles du vieux Clermont, plonger ses doigts dans l'eau fraîche des nombreuses fontaines qui parsèment la cité et se laisser aller à flâner place de Jaude, pour approcher l'âme de la ville.

A quelques minutes du centre, le site de Gergovie vous fera revivre l'émotion de la bataille livrée par Vercingétorix et vous permettra d'observer un panorama exceptionnel sur la ville et la campagne environnante.

Clermont-Ferrand est aussi le point de départ idéal pour de nombreux circuits. Des excursions d'une journée ou d'une demi-journée vous permettront de découvrir les sites les plus prestigieux d'Auvergnes, les volcans et les lacs, les villes et châteaux qui font la fierté et la renommée de la région ainsi qu'une gastronomie chaleureuse et conviviale.

B: TT:

7 IDEAS TO EXPLORE

Situated in the heart of the Auvergne and its Natural Parks, Clermont-Ferrand is the centre of a region blessed with such a variety of attractions you are sure to find something to please.

Clermont-Ferrand has a highly prestigious ancestry, being born in the 17th century of the union between the cathedral city of Clermont and the earl's seat of Montferrand. High on the ancient volcano which is home to the old city, the Cathedral reaches up in majesty to dominate the surrounding flatlands and offer a unique panoramic view of the Dômes. The Saint-Pierre market and Lecoq gardens with their colourful plantings contrast vividly with the imposing mansions of the ancient city. Be sure not to miss the superb basilica, Notre-Dame du Port, a veritable masterpiece of Romanesque art which can be seen on one of the tours organized by the Tourist Office. The best way to get near to the real Clermont is, however, simply to saunter down the winding streets of the old town and dangle your fingers in the cool water of one of the

innumerable fountains before strolling around the Place de Jaude. Just a few minutes out of the centre, Gergovia is worth a visit not only as the site of the historic victory by Vercingétorix over Julius Caesar, but also for its incomparable view over the city and the surrounding countryside.

Clermont-Ferrand can also form the starting point for a number of tours to some of the most interesting tourist attractions in the Auvergne. Easily accessible by whole or half-day excursions these include lakes, volcanoes, towns and castles, which are all sources of pride and fame for the region, not forgetting the warm and hearty local cuisine.

CS HOLDINGS : Source Text and two parallel texts

A. ST:

Bei Emissionen führt das Zusammenspiel von Marktkenntnissen, Timing und weltweiter Plazierungskraft zum Erfolg.

Genau dies hat unserer Gruppe zu einer Spitzenposition verholfen

Die Finanzmärkte sind heute so global, dass nur eine international aktive Finanz-Dienstleistungsgruppe grössere Anleihen zur Zeichnung bringen kann.

Unter dem Dach der CS Holding sind die in ihren Heimmärkten führenden Emissionshäuser Credit-Suisse- First Boston, The First Boston Corporation und die Schweizerische Kreditanstalt tätig

Die Stärke der Gruppe hinsichtlich Distribution, Plazierungskraft und Produktpalette kommt einer grossen Firmenkunschaft zugute.

Die CS Holding gehört zu den führenden Finanz-Dienstleistungsgruppen. Unser Domizil in der Schweiz, gepaart mit der weltweiten Vernetzung (CHECK SP) von Gruppengesellschaften auf allen wichtigen Märkten, ergibt für den Anleger optimale Perspektiven

Die CS Holding ist mehr als die Summe ihrer Teile

Unter dem Dach der CS Holding sind Unternehmen von geographisch unterschiedlicher Herkunft und mit sehr individuellen Unternehmenskulturen vereinigt.

Sie alle profitieren vom gegenseitigen Know-how und wissen die Möglichkeit zur Synergie im Bereich der Infrastruktur und durch Cross-Selling wohl zu nutzen.

Darum gehört die CS Holding heute zu den weltweit bedeutendsten Finanz-Dienstleistungsgruppen.

Die klare, transparente und dezentrale Organisationsstruktur ermöglicht den einzelnen Gesellschaften eine Entwicklung unter optimalen Bedingungen

B: TT (1)

In securities underwriting, knowledge of the market, timing and a worldwide placement capability must all come together.

In today's global financial markets, only an internationally active financial services group can handle major issues. Credit Suisse-First Boston, The First Boston Corporation and Credit Suisse, leading underwriters in their home markets, are all part of the CS Holding Group. Our Group's strengths in structuring and distribution, together with an impressive choice of products, bring considerable benefits to our many corporate customers all over the globe.

CS Holding is one of the world's leading financial services groups. Our Swiss domicile, combined with our companies' presence in all important markets, offers the investor a wide range of attractive options.

CS Holding. Even more than the sum of its parts.

The companies which are brought together under the CS Holding roof are characterized by their geographical diversity and their highly individual corporate cultures. They all benefit from each other's expertise and they are adept at creating and exploiting synergies, whether in infrastructure or through cross-selling. This has helped to make CS Holding one of the most important financial services groups in the world today.

Our clear, open and decentralized organizational structure provides ideal conditions for the individual companies to operate and flourish. The success of this corporate philosophy is borne out by the Group's leading position in securities underwriting, asset management, mergers and acquisitions, derivative products, securities trading and commercial banking.

This clarity and openness extends to our internal and external business policy - which is yet another advantage for our many shareholders around the world. And one more reason why you might want to join them.

B. TT 2:

La réussite au niveau national ou international d'une émission d'emprunts implique une connaissance approfondie du marché, de ses capacités et l'utilisation judicieuse des opportunités.

Aujourd'hui, la complexité des marchés financiers sur le plan global, requiert un groupe qui offre une approche spécifique pour l'émission de grands emprunts. Par ses succès et performances, notre Groupe a acquis une position de pointe.

CH Holding regroupe des sociétés telles que Crédit Suisse First Boston, The First Boston Corporation et le Crédit Suisse qui font toutes partie des leaders sur leurs marchés domestiques.

La renommée internationale du groupe, son aptitude à toucher et à convaincre une très large clientèle, en font le partenaire idéal des grands émetteurs d'emprunts.

Domicilié en Suisse et globalement représenté dans tous les secteurs d'activité, notre Groupe ouvre de multiples portes aux investisseurs.

CS Holding: bien plus que la somme de ses composantes

CS Holding regroupe des sociétés d'une grande diversité, tant par leur situation géographique que par leur culture d'entreprise spécifique. Ensemble, elles tirent un profit mutuel de leur savoir-faire, utilisent pleinement les possibilités de "cross-

selling" et développent les synergies résultant de leur étroite collaboration. Ainsi CS Holding compte parmi les plus grands groupes mondiaux en matière de prestations financières.

Une structure organisationnelle claire, transparente et décentralisée assure aux diverses entreprises du Groupe des conditions de développement optimales. Preuve de cette efficacité; une position de pointe dans des activités telles que les émissions, la gestion de patrimoine, les fusions et acquisitions, les produits dérivés, les transactions sur titres et les crédits commerciaux.

Cette transparence s'applique notamment à une politique d'entreprise ouverte aussi bien vers l'extérieur qu'à l'intérieur. Ceci dans l'intérêt de tous les actionnaires du CS Holding dans le monde. Autant de bonnes raisons de les rejoindre vous aussi.

ST:

Tenir le cap

C'est dans un contexte économique difficile, lourd d'incertitudes, que Banquiers et Assureurs doivent réussir les mutations qui conditionnent leur compétitivité et leur avenir. Au delà de la politique des provisions, ils doivent gérer la crise au mieux et se préparer à la relance tant attendue.

Des dirigeants de premier plan partageront leur vision de l'évolution de leurs métiers et nous indiqueront quel projet d'entreprise leur semble le plus propice pour battre la concurrence et assurer la rentabilité en maintenant la cohésion du personnel.

Quelle organisation interne saura utiliser les compétences et les énergies, quel système d'information irriguera au mieux l'entreprise, quels processus de décisions et d'actions offriront la meilleure efficacité ?

Dans quels secteurs réduire les coûts sans compromettre le bon fonctionnement des rouages de l'entreprise ni sa paix sociale ?

Quelle organisation commerciale saura exploiter au mieux la synergie entre les divers circuits de distribution pour satisfaire le client, maîtriser les coûts et surpasser les concurrents ?

Quelle politique de qualité, susceptible de différencier l'offre, sera à même de favoriser l'acquisition et la fidélisation de la clientèle ?

Les turbulences conjuguées de la crise et de la concurrence bousculent nos certitudes. La XVIe Convention de l'EFMA nous aidera à déchiffrer notre avenir et à nous forger de nouvelles convictions.

Six commissions interactives se tiendront durant les après-midi du jeudi et du vendredi permettant d'approfondir les thèmes suivants:

- * les réseaux d'agences
- * les services financiers à distance
- * la segmentation de la clientèle
- * les cartes
- * les systèmes de paiement
- * la bancassurance

Intégré à la Convention, le Centre d'Affaires sera aménagé de manière à faciliter les contacts formels ou informels. Les dirigeants de l'industrie financière pourront se familiariser avec les produits et services les plus performants et trouver, ainsi, les moyens de formaliser une stratégie pour faire face à la crise actuelle.

EFMA

TT:

Holding Course

It is in a context of economic difficulty, heavy with uncertainty, that Bankers and Insurers must succeed in making those changes which will influence their competitiveness and their future. Beyond provisions policies, they must manage the recession as well as possible, and prepare themselves for the long-awaited recovery.

Industry leaders will share their vision of the development of their profession and will indicate what business plan seems most apt to win a competitive edge and ensure profitability while maintaining the cohesion of the personnel.

What internal organisation can best capitalise on the staff's abilities and strengths, what information technology will best serve the company, what decision-making and action-taking process offers maximum efficiency "

In which sectors can costs be reduced without compromising either the smooth-functioning of company structures or the equilibrium of its personnel ?

What commercial organisation can best exploit the synergy between the various distribution channels to satisfy the customer, control costs and overcome the competition ?

What quality policy, likely to differentiate the offer, can best favor (sic) the acquisition and loyalty of the clientele ?

The turbulence of the recession coupled with that of the competition has upset our certainties. EFMA's XVIth Convention will help us to decipher (sic) our future and forge new convictions.

Six interactive workshop sessions will be held on Thursday and Friday afternoons which will consider in depth the following areas:

- * Branch networks
- * Remote financial services
- * Customer Segmentation
- * Cards
- * Payment systems
- * Bankinsurance

Alongside the Convention, the Business Centre will be laid out so as to encourage formal and informal contacts. The leaders of the financial industry will be able to acquaint themselves with the most performing products and services and thus find the means to build a strategy to meet the current economic crisis.

EUROSTAR

A:ST

Eurostar services

More than just good looks

Designers and technicians have worked together to create a comfortable and highly functional interior for Eurostar, striving to meet the needs of families travelling together, disabled people and businessmen with work to do

Something special

Eurostar launched a competition to select the top Belgian, British and French interior designers to form a team combining the best in international style. They have given Eurostar trains a distinct personality, choosing a soft grey and lively yellow for the second class coaches and pale blue for the spacious washrooms

A peaceful, relaxed atmosphere

Extensive research went into the lighting, soundproofing and colour schemes to create a peaceful, spacious atmosphere. We want to ensure that you arrive feeling relaxed

Special facilities for the disabled

Special spaces have been set aside for disabled travellers with wheelchairs with adjacent seats for persons accompanying them

These wheelchair locations allow you to move freely between coaches if you want to go to the bar or toilets

Keeping in touch

Making phone calls (business or pleasure) is no problem. With four telephone booths you can keep in touch throughout the journey, except in the Tunnel itself. The cellular network phones operate internationally and can be used by anyone, as they take credit cards and the special Eurostar card on sale in the bars.

Eurostar magazine, (November 1994 - the first magazine)

B: TT

Les services Eurostar

Des voitures confortables et fonctionnelles

Pour Eurostar, designers et techniciens ont conçu un intérieur agréable et très fonctionnel. Chaque usager y trouve l'espace adapté à son confort.

Familles, personnes à mobilité réduite ou hommes d'affaires profitent d'installations spécialement étudiées pour répondre à leurs besoins

Un cachet particulier

Pour la décoration intérieure des voitures d'Eurostar, les meilleurs designers belges, britanniques et français ont été sélectionnés, au terme d'un concours rigoureux. Leurs efforts ont permis de donner à Eurostar un cachet particulier, mélange d'inspirations latines et anglo-saxonnes. La dominante gris perle, rehaussée de touches jaunes en seconde class, habille moquettes et fauteuils. Dans les toilettes spacieuses, un bleu pâle décore l'ameublement.

Ambiance douce et conviviale

Eclairage et insonorisation ont fait l'objet d'une attention particulière, afin de créer une ambiance douce et conviviale en éliminant les désagréments liés à la traversée du tunnel sous la Manche. Tout a été fait pour que vous arriviez reposé à votre destination

Places réservées aux personnes handicapées

Les besoins de personnes à mobilité réduite n'ont pas été oubliés. Des espaces ont été aménagés pour accueillir et caler leur propre fauteuil. Juste à côté, une place est réservée à l'accompagnateur. Un fauteuil spécial se trouve à proximité. Il permet de se déplacer d'une voiture à l'autre, pour se rendre au baraou dans les toilettes spécialement équipées

Téléphoner du train

Reparties dans le train, quatre cabines téléphoniques permettent de garder le contact avec la famille ou les affaires tout au long du voyage, sauf dans le tunnel. Ces cabines utilisent la radiotéléphonie et donnent accès aux réseaux nationaux et internationaux. Et pour pouvoir être utilisées par tous, quelle que soit la nationalité, les cabines acceptent les cartes de crédit internationales ainsi que la carte Eurostar en vente aux bars

EUROTUNNEL - (1992)

ST: Staff Spotlight

The enormous increase in the number of school visits to the Exhibition Centre during 1990 together with the hundreds of requests for information on the Channel Tunnel ranging from primary school children to post-graduate students resulted in a fast developing range of publications and educational facilities available at the Folkestone Exhibition Centre. It soon became apparent that the appointment of an administrator for the Education Department was necessary.

Helen Curtis arrived in a blizzard in February 1991 and in true Mary Poppins style set about organising the chaos that reigned. It was difficult to judge whether the piles of paper that covered and surrounded her desk represented three or six months filing but as the location of the constantly ringing telephone depended on clearing it, she cleared it.

As well as being responsible for internal organisation of the department and dealing with many specific enquiries from educational establishments, Helen has taken on the administration and editing of this Bulletin which has demanded much from her cheerful disposition when chasing articles, illustrations and photographs from various sources across the UK and France, not to mention the arduous task of checking text in time to meet the copy deadline.

B. TT

(No title)¹

De plus en plus de groupes scolaires ont visité le Centre d'information en 1990. Cette forte augmentation ainsi que les centaines de demandes de renseignements au sujet du tunnel sous la Manche émanant aussi bien d'élèves du primaire que d'étudiants post-universitaires, ont amené à la production d'un choix sans cesse plus étendu de publications et de matériels pédagogiques disponibles au Centre d'information de Folkestone. Et bientôt la nomination d'un responsable pour le département Education du Centre devint une nécessité évidente.

Helen Curtis est arrivée au coeur de la tempête en février 1991, et en véritable Marie Poppins elle s'est mise aussitôt à organiser le chaos ambiant. Il était difficile de juger si les amoncellements de papiers qui recouvraient et assiégeaient son bureau représentaient trois mois ou six mois de classement en retard, mais comme la seule solution pour retrouver le téléphone qui n'arrêtait pas de sonner était de tout débarrasser, c'est ce qu'elle fit.

En plus d'être responsable de l'organisation interne du département Education du Centre d'information et de répondre aux nombreuses demandes de renseignements émanant d'établissements scolaires, Helen s'est également chargée de l'administration

¹ : (one title sits above both texts, which are separated only by a line)

et de la préparation de ce Bulletin. Et c'est en gardant sa bonne humeur naturelle qu'elle va à la chasse aux articles, illustrations et photographies venant un peu partout de France et de Grande Bretagne, sans parler de la tâche ardue d'avoir à vérifier les articles du Bulletin tout en respectant les délais d'impression.

GATEWAY

A. ST:

Gateway 2000 - The Company

COMPUTERS FROM A CATTLE FARM IN SOUTH DAKOTA ? THE USA HAS ALWAYS BEEN BIG ON IDEALS AND VALUES. NOW GATEWAY 2000 IS BRINGING ITS OUTSTANDING COMMITMENT AND SERVICE TO BRITAIN AND IRELAND. ALTHOUGH COMPUTERS AND CATTLE HAVE LITTLE IN COMMON, WE ARE CONTINUING THE FAMILY TRADITION IN THE WAY WE DO BUSINESS.

The Gateway 2000 story is one of phenomenal growth. The company was founded in 1985 by Ted Waitt, a maverick who strayed from his family's four-generation cattle business. Setting up in the Waitt Cattle Company Offices on a farm outside Sioux City, Iowa, he and his brother, Norm Waitt Jr., focused on marketing personal computers through the direct market channel.

Today, Gateway 2000 is one of America's top performing computer companies, achieving Fortune 500 status. The company is currently the biggest direct market computer manufacturer in the United States. Financially stable with over 1.5 billion dollars annual sales revenue, Gateway 2000 is in the enviable position of being virtually debt free.

In 1993, due to continued growth and expansion, Gateway established its European headquarters in the Republic of Ireland.

The latest technology at the lowest prices - that's the Gateway 2000 promise as the industry's price performance leader. By buying the latest components from the most respected manufacturers in the business in huge volumes, we are able to build high specification products and pass the savings on to you. It's our efficient, functional, no-frills approach to all aspects of business that enables us to consistently offer the best prices in the industry..Our systems offer great value even by Gateway standards, and we wrote the book on value.

Gateway 2000's goal is simple. By supplying computer systems of superior quality, providing outstanding service and support along with offering the best value for money, we aim to achieve total consumer satisfaction. Every member of our team is committed to providing the industry's highest quality computers at the best prices backed by superior after sales support. You'll get friendly, expert advice from our fully trained sales representatives. They are equally comfortable talking with first-time computer users or with technical experts. Our professional team will gladly answer any questions to help you choose the system that best suits your needs.

From our European headquarters in Dublin we offer you the latest technology, in our very own inimitable style.

GATEWAY

B: TT

LA GAMME PRODUITS GATEWAY 2000
DES ORDINATEURS QUI VIENNENT D'UNE FERME DU SOUTH-DAKOTA.
L'AMERIQUE EST LA PATRIE DES GRANDS IDEAUX. AUJOURD'HUI,
GATEWAY 2000 AMENE EN FRANCE TOUT SON SAVOIR-FAIRE. LES
ORDINATEURS ET LE BETAIL N'ONT PAS GRAND-CHOSE EN COMMUN
MAIS NOUS PERPETUONS LA TRADITION FAMILIALE DE SERIEUX DANS
NOS AFFAIRES

La société Gateway 200 est certes une nouvelle venue en France mais pas au Nouveau Monde. Nous sommes actuellement le premier fabricant d'ordinateurs aux Etats Unis dans le domaine de la vente directe.

Gateway 200 a connu une croissance phénoménale. La société a été fondée en 1985 dans une ferme d'élevage de bétail, loin des grands centres de la Silicon Valley par Ted Waitt, un non--conformiste ayant choisi une autre voie que la ferme familiale exploitée depuis quatre générations.

S'étant installés dans les bureaux de la Waitt Cattle Company, Ted et son frère Norm Waitt se sont donc lancés dans la commercialisation directe d'ordinateurs personnels.

A ce jour, Gateway 2000 a vendu plus d'un million de PC, s'est placée parmi les entreprises américaines de premier plan et s'est vu décerner le label Fortune 500. Financièrement stable avec des ventes annuelles s'élevant à plus de 1,5 milliards de dollars, Gateway 2000 est l'une des rares entreprises qui peuvent se vanter de n'avoir pratiquement pas de dettes.

A l'instar de bien d'autres entreprises américaines, nous avons choisi la République d'Irlande comme siège de nos activités commerciales en Europe, pour sa main d'oeuvre active et hautement qualifiée.

La technologie de pointe au meilleur prix: c'est la promesse de Gateway 200, champion du rapport qualité-prix.

En achetant en quantités très importantes les composants les plus modernes auprès des plus grands fabricants de l'industrie, nous pouvons élaborer des produits à haute spécification et vous faire profiter des économies obtenus.

Notre approche efficace, fonctionnelle et simple à tous égards nous permet de vous offrir constamment les meilleurs prix de l'industrie informatique. Pour vous, un seul choix: Gateway 2000.

Depuis Dublin, nous vous offrons le meilleur de la technologie tout en conservant les recettes inimitables qui ont fait notre succès,

Avec nous, "You've got a friend in the business"

**PAGE
NUMBERING
AS ORIGINAL**

Jack Daniels

A. ST :

The Difference in Jack Daniel's A Pictorial Introduction to the Spirit of Tennessee

We are always pleased and flattered to receive questions and comments from our interested friends of Jack Daniel's Whiskey. While we, of this generation, would like to take credit for originating the distinctive quality of flavor and smoothness of our whiskey, our history will not allow it. For the story of Jack Daniel's is an old one.

The philosophy and procedures which guide the making of our product were set down by our founder over a century ago. Our task, through the ensuing generations, has been to maintain and preserve them. It has not always been easy. There have been temptations. Modern technology has offered appealing shortcuts - alternatives to the historic procedures practiced (sic) by our forefathers.

But, as Mr Daniel proclaimed so long ago, "Each day we make it, we will make it the best we can"

We like to think we have been faithful to that motto.

B. TT:

Un Whiskey différent Jack Daniel's Introduction illustrée à la fameuse eau de vie du Tennessee

Nous sommes toujours heureux et flattés de recevoir des questions et bien sûr, des commentaires de nos amis, amateurs du whiskey Jack Daniel's. Nous aurions aimé que l'origine ainsi que les qualités distinctes du goût (sic) et de la finesse de notre whiskey soient attribuées à notre génération mais l'histoire trop ancienne du Jack Daniel's ne le permet pas.

La philosophie et les procédés attachés à l'élaboration de notre produit n'ont pas été conçus par nous. Ils ont été établis par notre fondateur il y a plus d'un siècle. Notre tâche, à travers les générations successives, a été de les maintenir et les préserver; ceci n'a pas été toujours facile, il y eut des tentations. La technologie moderne nous a offert des alternatives aux procédés de nos ancêtres mais, nous aimons penser que nous sommes restés fidèles au crédo que Monsieur Daniel a proclamé il y a longtemps: "Chaque jour nous le faisons set nous le ferons de notre mieux"

MERIDIAN 1 -

A. ST: A FOUNDATION FOR SUCCESS

A sound financial base has always been a critical factor in business success. If you have the money, you can more or less do what you want, when you want. Now there's another critical factor that underpins success - communications.

Rapid change is now a constant feature of business life. New problems and challenges are being thrown up every day, but just as many fresh opportunities are also being presented.

Whether you are in a position to grasp the opportunities and quickly turn them to your advantage, depends more and more on the capability of your telecommunications system. Not just the number of lines and telephones that it can support, but how effectively it can unite your entire business. How much freedom it gives you to do what you want, when you want.

Meridian I tears down the barriers to integration, bridging the technical gaps between different network communities around the world.

Because it provides a gateway to carry out the necessary signalling conversions for world-wide connections you can operate a global network linking Meridian 1 systems in different countries. But the most important gateway that Meridian 1 provides is the one to the future

B: TT: LA CLE DU SUCCES

La réussite commerciale d'une entreprise dépend en grande partie de sa solidité financière. En disposant de ressources adéquates dans ce domaine, elle peut, dans une large mesure, faire ce qu'elle souhaite, au moment où elle le souhaite.

Mais aujourd'hui, un autre facteur clé de succès conditionne cette réussite; les télécommunications.

Le monde de l'entreprise moderne se caractérise par la rapidité de son évolution. Des problèmes et des défis nouveaux apparaissent chaque jour. Dans le même temps, ce sont des possibilités nouvelles qui sont offertes à qui sait les saisir.

L'aptitude d'une entreprise à profiter de ces opportunités et à les transformer en avantages déterminants dépend, plus que jamais, des capacités de son système de communications.

Ces capacités ne concernent pas uniquement le nombre de lignes et de postes téléphoniques que le système peut prendre en charge. Ce qui est en jeu c'est, avant tout, l'efficacité avec laquelle il peut unifier l'ensemble de l'entreprise et la liberté qu'il vous procure.

Meridian I est capable d'harmoniser des systèmes de toutes capacités en France ou au-delà des frontières, et de combler le fossé technique qui peut exister entre des réseaux différents.

Parce qu'il tient lieu de passerelle pour effectuer les conversions de signalisation nécessaires aux connexions mondiales, il vous est dès lors possible de gérer un réseau international reliant plusieurs systèmes Meridian 1. Cependant, la passerelle la plus importante est celle que Meridian I vous propose pour le futur.

**PAGE
NUMBERING
AS ORIGINAL**

MINTON

ST:

THE MINTON BICENTENARY 1793-1993

This year Minton celebrates 200 years of design, innovation and craftsmanship.

Throughout its history Minton has been renowned for its unique and beautiful china. The Company was founded in Stoke by Thomas Minton in 1793, and continued under the direction of his son Herbert. Minton soon became one of the leading china manufacturers of the Victorian era, employing established British and continental artists and designers. Queen Victoria herself described Minton as the "world's most beautiful china".

The products made by Minton today link the designs and styles for which it is famous with the craftsmanship and heritage of the Company's history

TT:

LE BICENTENAIRE DE MINTON 1793-1993

Cette année, Minton célébrera 200 ans de conception, d'innovation et d'artisanat.

Tout au long de son histoire, Minton a été célèbre pour ses porcelaines uniques et de toute beauté. La Société a été fondée en 1793, à Stoke, par Thomas Minton, et à (sic) poursuivi ses activités sous la direction de son fils Herbert. Minton, qui est rapidement devenue l'une des principales manufactures de l'époque victorienne dans le domaine de la porcelaine, employait des artistes et des créateurs connus, originaires de Grande Bretagne et du reste de l'Europe. La Reine Victoria elle-même décrivait la porcelaine Minton comme : "la plus belle au monde".

Les produits Minton d'aujourd'hui lient design et style qui font leur renommée, à l'artisanat et aux richesses héritées du passé de la Société.

OLD CHARM:

A. ST:

HISTORY IN THE MAKING:

It is now more than 65 years since Herbert Wood set out to fulfil a dream.

In 1942, at the age of 14, he founded in London's East End what has now become Wood Bros of Ware and has since built the Company into the UK's leading oak reproduction furniture manufacturer, a Company of true international renown.

The dream which he had at that time was to produce a range of furniture which combined unique style with quality and practicality. But above all the furniture had to be unaffected by time and fashion. Furniture which would, with care, actually appreciate with age - both financially and aesthetically.

Our furniture has an enduring quality born out of the strength of the Tudor period which sets it apart from changing tastes and fashions.

Truly built to last so that pieces made today will become the antiques of tomorrow. The predominance of hand craftsmanship gives Old Charm a distinctive and authentic appearance and the quality and the warmth of a more leisured age has given rise to the name by which the range is proudly known -Old Charm

Your first piece may be a wedding present or a retirement gift, an impulse or an extravagance. Whatever your reasons for starting you can begin your collection knowing that you have invested in something that will last a lifetime and beyond.

B. TT:

UNE DIMENSION HISTORIQUE:

Il y a déjà 65 ans, Herbert Wood réalisait un rêve. En 1924, à l'âge de 14 ans, il fondait dans l'East End de Londres une société connue aujourd'hui sous le nom de Wood Bros of Ware, qui est devenue la première fabrique de mobilier reproduction en chêne au Royaume Uni

Le rêve de Herbert Wood était de produire une gamme de mobilier alliant esthétique, qualité et fonctionnalité et ne se démodant jamais. Des meubles dont la valeur financière et esthétique augmenterait au fil des années d'entretien.

La qualité durable de notre mobilier s'inspire de la solidité de l'époque des Tudor qui protège des vicissitudes de la mode.

La fabrication est telle que les meubles produits aujourd'hui seront objets d'art demain. La prédominance de l'ouvrage main donne au mobilier Old Charm un aspect

caractéristique et authentique et la gamme doit son nom à une qualité et à une chaleur d'autrefois.

Votre premier meuble sera peut-être un cadeau de mariage, ou de départ à la retraite, un achat impulsif ou une folie. Quelles que soient les raisons, votre collection est un investissement dans quelque chose qui durera toute une vie et au-delà.

QUALCAST

A. ST:

THE REAL CHOICE

To satisfy the consumer's requirements it is important to offer a real choice: mowers which are really different. Through continuously monitoring and anticipating changes in consumer attitudes, Qualcast has designed a range to allow choice for each one of the three distinct groups which have emerged over the last few years

Quick and Easy Mowing

These people need to keep their grass down, and are interested in speed, good value, and safety rather than finish.

For them we offer our unique safety bladed electric rotary mowers

Good Looking lawns

This group want a good finish, but seek to minimise the time spent mowing. The lawn must look right - even if they believe that mowing is a chore.

For those requiring speed and an even finish the Turbo 30, the Turbo 35 (electric rotary) or the Turbo 40 (petrol rotary) is the right choice.

The Perfect Finish

Some consumers enjoy gardening and a perfect, fine cut lawn is their main aim

To satisfy their needs, Qualcast supply a full range of petrol, electric, and hand operated cylinder mowers. The Suffolk Punch range offers the ultimate in petrol cylinder mowing, while the Punch Classics provide an impeccable striped finish with the convenience of electricity. The electrically powered Swift range combines efficiency with a remarkably quiet operation, whilst Panther and MX deliver quality hand mowing for all conditions

B. TT:

LE CHOIX VERITABLE

Afin de satisfaire les demandes des consommateurs en matière de tondeuses, il est important de leur offrir un choix véritable: de tondeuses qui soient réellement différentes. En étant attentif et en anticipant les changements opérés dans l'attitude des consommateurs, Qualcast a conçu une gamme permettant de choisir dans chacun des trois groupes distincts qui se sont dressés au cours des dernières années.

Tonte rapide et facile

Le gazon doit rester court: ce qui intéresse ces consommateurs est: la vitesse, un bon rapport prix/qualité, et la sécurité plutôt que la finition

Nous proposons à ces personnes nos tondeuses rotatives électriques avec un système de sécurité unique à Qualcast

Pelouses de belle apparence

Ce groupe cherche non seulement à obtenir une bonne finition mais aussi à réduire le temps passé à tondre. La pelouse doit être exactement comme il faut - même s'ils pensent que tondre reste une corvée.

Pour ceux qui recherchent vitesse et finition uniforme, la tondeuse Turbo 30, tubo 35, (rotatives électriques) ou la Turbo 40 (rotative à essence) est le choix correct.

La finition parfaite

Certains consommateurs aiment le jardinage, leur objectif: une pelouse parfaite, coupée avec précision.

Afin de satisfaire à toutes les demandes, Qualcast fournit une gamme complète de tondeuses cylindriques à main électriques et à essence. La série Suffolk Punch propose le summum en tonte cylindrique à essence alors que les modèles Punch classic fournissent une impeccable finition à rayures avec l'avantage de l'électricité. La gamme Swift électrique associe l'efficacité à un fonctionnement remarquablement silencieux tandis que les modèles Panther et MX permettent une tonte à main de qualité dans toutes les conditions

RENAULT

ST:

INTELLIGENCE A BORD

Un voyage plus sûr, plus rapide, et confortable...c'est ce que proposera demain la voiture "intelligente". Pour cela, elle communiquera avec son conducteur, avec la route, avec les autres véhicules...Et prendra même certaines initiatives !

"RENDRE LA VOITURE INTELLIGENTE EST DEvenu UN IMPERATIF"

Mode de circulation privilégié, synonyme de mobilité et de liberté, l'automobile est néanmoins facteur d'encombres, d'accidents et de pollutions. Pour que son développement au sein de l'espace européen se poursuive de manière la plus harmonieuse possible, l'automobile doit aujourd'hui quitter son statut de simple "machine à rouler". Elle doit "comprendre" la route et assister son conducteur. Bref, devenir "intelligente". L'utilisation des technologies les plus avancées de l'électronique et de l'informatique permettra ainsi à l'automobiliste d'être informé directement dans son véhicule de l'état des routes, du trafic et d'être guidé dans son itinéraire. Cette "intelligence" jouera également un rôle majeur pour la sécurité des usagers. Les systèmes développés seront en effet capable de "voir" au-delà du conducteur et même de le suppléer, en réagissant plus rapidement et plus sûrement que lui, dans des situations critiques de conduite. En communication permanente avec les infrastructures (routes, centres de contrôle de trafic ...) et les autres véhicules, l'automobile sera à terme une composante d'un système de transport intégré - permettant une meilleure gestion du trafic - et non plus une entité indépendante et isolée. Pour relever ce défi, les constructeurs automobiles et les organismes gestionnaires de la route se sont engagés dans de vastes programmes communs de recherche qui déboucheront dès 1994. Demain."

TT:

ON-BOARD INTELLIGENCE

Safer, faster, and more comfortable travel...The "smart car " will be with us tomorrow. It will communicate with its driver, with the road and with other drivers. Sometimes it will even show it has a mind of its own!

THE "SMART" CAR - THE INTELLIGENT WAY INTO THE FUTURE...

The automobile is the number one form of transport, synonymous with mobility and freedom. But it is also a major cause of congestion, accidents and pollution. Harmonised development in the new Europe means that the car must cease to be a simple "engine on wheels" and become capable of "understanding" the road and aiding the driver. In a word, it has to become "intelligent". With the use of the latest electronics and computer technology, the driver can receive constantly updated information at the wheel on the state of the roads and the traffic and be given help with his route. Smart car technology will also play a major part in improving safety for road users. The systems under development will actually be capable of "seeing" for the driver and even taking over from him, as they can react both more quickly and

more accurately than he can under critical driving conditions. They will be permanently on-line with both infrastructure communication centres (such as traffic control centres) and with other vehicles. The car will ultimately become a component in an entire integrated transport system and not just an isolated independent unit, which will provide greatly improved traffic management. To meet this challenge car manufacturers and road management authorities have all committed themselves to huge joint research projects which will begin to bear fruit in 1994. Just around the corner"

ROLEX

ST:

Severiano Ballasteros

A strong mind is his secret. A strong watch his choice

The Times calls it "arguably the finest last round in the history of the championship".

The man who played it called it "the best round of my life". Then went on to add: So far"

In winning his third British Open Championship, Severiano Ballasteros had displayed, once again, the qualities that have caused so many of his peers to regard him as the finest player in the world.

His game has always been noted for breath-taking drives and the kind of recovery shots that reveal a man who quite clearly does not know the meaning of the word "quit"

Since Seve was nine years old, practising clandestine golf strokes after hours on his home Pedrena golf course, his sheer mental stamina has driven him on to ever greater heights.

Indeed, when asked recently what he thought was the most important characteristic of a would-be champion, Ballasteros said promptly: "A strong mind".

This single-minded search for perfection is reflected in the choice of watch he wears: a Rolex Day-Date.

It is a beautiful time-piece; but it is as tough and uncompromising as his game. "It is a very strong watch", he says. "No water or sand can get into it at all." A perfect match for any course.

No wonder. Severiano Ballasteros' Rolex possesses an impenetrable Oyster case and self-winding movement.

Together they ensure one thing: however tough the going gets, the tough will always keep going.

TT:

Severiano Ballesteros et sa Rolex.
La montre robuste d'un esprit fort.

Pour le Times, ce fut sans doute "le plus beau final de l'histoire du tournoi"

Son auteur s'en souvient, pour sa part, comme du meilleur parcours de sa carrière.
Avant d'ajouter: "Pour l'instant"

En remportant son troisième British Open, Severiano Ballesteros faisait une nouvelle fois preuve de ces qualités qui suscitent l'admiration et le respect de bon nombre de ses pairs.

Son jeu a toujours été fait de drives impressionnants et de rétablissements spectaculaires, caractéristiques d'un homme qui ignore visiblement le sens du mot "abandonner".

Depuis l'âge de neuf ans, alors qu'il s'entraînait en cachette sur le parcours de Pedrena proche de chez lui, sa grande force de caractère l'a toujours soutenu. A un admirateur qui lui demandait quelle était la qualité la plus importante pour un futur champion, il répondit sans hésiter: "un esprit fort"

Cette recherche constante de la perfection se retrouve dans le choix de sa montre: une Rolex Day-Date. Cette montre n'est pas seulement belle. Elle s'accorde parfaitement avec la supériorité et l'intransigeance du jeu de Severiano Ballesteros. "C'est une montre extrêmement robuste" précise-t-il. "Étanche à l'eau, comme au sable" Ce qui n'est guère surprenant. En effet, la Rolex que porte Severiano Ballesteros est protégée par un boîtier Oyster, impénétrable et se remonte automatiquement à chaque mouvement du poignet.

Dans les pires conditions qu'impose le jeu, Severiano Ballesteros poursuit imperturbablement sa course. Tout comme sa Rolex

SAT

ST:

OPTRONIQUE ET TELECOMMUNICATIONS - LA SAT ANTICIPE L'AVENIR

Relier les hommes et les entreprises par des réseaux de télécommunications intégrant la voix, les données et les images, permettre aux hommes de mieux se défendre grâce à l'optronique infrarouge, telles sont les vocations de la SAT. Relevant chaque jour les défis de l'optronique et des télécommunications, les équipes de la SAT en ont fait un pôle d'excellence européen

Entreprise française faisant partie du groupe SAGEM, la SAT a conquis une dimension internationale grâce à la maîtrise de technologies particulièrement performantes dans ses trois divisions:

COMMUNICATIONS D'ENTREPRISE
TELECOMMUNICATIONS
OPTRONIQUE ET DEFENSE

DIVISION COMMUNICATIONS D'ENTREPRISE

La maîtrise d'une gamme étendue de produits aux fonctionnalités variées, une compétence élevée de l'ingénierie de réseaux permettent à la SAT de présenter une offre globale de moyens de communication intégrant la voix, les données, les images et répondant à tous les besoins des réseaux d'affaires

DIVISION TELECOMMUNICATIONS:

Faisceaux hertziens, radiomobiles, réseaux de transmissions sur fibres optiques (SDH, ROF, RNIS...), gestions de réseaux, la SAT maîtrise la technologie des réseaux de télécommunications publics ou privés.

DIVISION OPTRONIQUE ET DEFENSE:

Caméras thermiques et autodirecteurs, systèmes de reconnaissance aérienne, veille et poursuite terrestre, navale ou aéroportée, la SAT est aujourd'hui le premier constructeur européen d'optronique infrarouge.

B: TT

ELECTRO-OPTICS AND TELECOMMUNICATIONS - SAT ANTICIPATES THE FUTURE

Linking people and businesses through telecommunications networks, transmitting voice, data and image ...; Improving man's capacity to defend himself through the use of infrared technology: these are SAT's objectives. By meeting the daily challenges of electro-optics and telecommunications, SAT's staff have made it a center (sic) of European excellence.

SAT, a French company and a member of the SAGEM group, has achieved international status thanks to its expertise in high-performance technology in its three divisions:

BUSINESS COMMUNICATIONS DIVISION:

The SAT's wide ranging, multi-functional product line and its great expertise in the area of network engineering enable the company to offer a complete range of communications products, combining voice, data and image transmission, and to respond to the needs of business networks.

TELECOMMUNICATIONS DIVISION:

Microwave links, mobile radio, fibre-optic transmission networks (SDH, FON, ISDN...) data communication, local networks, network management, SAT is an innovator in the field of technology for public and private telecommunications networks.

ELECTRO-OPTICS AND DEFENS(c)E DIVISION:

Thermal imagers, homing heads, air-reconnaissance systems, naval ground and airborne(e) search and track systems - today SAT is the Europe's largest manufacturer of infrared electro-optics.

SNECMA

ST:

Inventer le ciel

Le ciel de demain sera différent du ciel d'aujourd'hui. Anticipant l'avenir, les hommes et les femmes de la Snecma travaillent dès maintenant à inventer le ciel des générations futures.

A la Snecma, l'innovation privilégie trois objectifs prioritaires: fiabilité, économie, écologie.

Voilà notre ambition, notre manière bien à nous d'inventer le ciel afin de concevoir et fabriquer des moteurs toujours plus performants, plus économiques et encore plus respectueux de l'environnement.

Fabriquer le ciel

Quand on fabrique des moteurs d'avions, la fidélité et la créativité sont de rigueur.

Fidélité absolue à des cahiers des charges exigeants, fidélité pour reproduire à l'identique pièces et procédés, fidélité pour garantir une fiabilité totale.

Créativité ensuite. Pour tous les hommes de la Snecma, même l'acte le plus minutieux est l'objet de créativité. Créativité pour optimiser les performances, diminuer les coûts de production et enrichir les tâches.

Voilà notre ambition: fabriquer des moteurs toujours plus fiables, plus économiques et plus respectueux de l'environnement.

Servir le ciel

Servir le ciel, c'est d'abord être à l'écoute de ses usagers. C'est se soucier de leur sécurité, de leur bien-être. Plus de 150 compagnies aériennes et une quarantaine de forces aériennes dans le monde utilisent nos moteurs. Pourquoi ? Parce qu'à la Snecma, on ne conçoit pas seulement un produit, on fabrique aussi un service.

Cela nous oblige à rester proches de nos clients, et à anticiper leurs attentes, parfois avec plusieurs années d'avance.

Servir le ciel, c'est donner la priorité à un plus grand respect de l'environnement, c'est être le garant d'une propulsion toujours plus sûre, plus économique et plus performante.

TT:

Advancing beyond today's skies

Tomorrow's sky will be different from today's. Anticipating the future, the men and women of Snecma are already working to create the sky that future generations will know.

At Snecma, innovation puts a priority on three foremost objectives: reliability, economy and ecology.

That is our ambition, our own way of advancing beyond today's skies.

Our main purpose is to build ever more high-performing, lower cost and environmentally friendly engines.

Building the sky

Precision and creativity are essential when you are building aircraft engines

Creativity, to maximise performance, reduce production costs and make each task more rewarding. For everyone at Snecma, even the tiniest gesture is a creative one.

Our ambition is to go on building environmentally friendly engines which perform better and cost less

Serving the sky

Serving the sky means first and foremost listening to its users. It means caring about their safety and well-being. Over 150 airlines and about 40 airforces worldwide use our engines. Why ? Because at Snecma we don't just design products: we provide service.

That is why we stay close to our customers and anticipate their expectations, sometimes several years ahead.

Serving the sky means giving priority to a clean environment and always seeking safer, cheaper, more efficient means of propulsion.

SUN EXPRESS

INTRODUCTION TO CATALOGUE:

A.ST

NEW LOOK

Welcome to the Autumn 1993 issue of SunExpress now even easier to use. We've been listening to what you, our customers, have to say about the Catalogue and incorporated some of your suggestions into a new look layout.

- * At the top of some of the pages are pictures of our telesales representatives, so you'll be able to see who you're talking to when you call SunExpress.
- * We've added our telephone and fax numbers to each page
- * The "How to Order" section is now next to the order forms at the rear of the Catalogue
- * Pages are colour co-ordinated too - making it easier to find the information you are looking for.

All this makes ordering much simpler.

Of course, some things haven't changed. SunExpress is still packed with hundreds of top quality products, many featured for the first time.

In this issue look out for **PC-NFS** and the brand-new X-Terminal from Sun for your SPARC/Solaris networks. It's called the **SPARCclassic X**.

And remember. Products you see inside this issue of SunExpress are available within five days or less by calling one freefone number. Our telesales representatives are waiting for your call.

The advantages of buying from SunExpress:

1. ORDERING IS SO EASY

SunExpress gives you three easy ways to order. By phone, by fax or by post - the choice is yours. We even pay for the cost of your phone call or fax.

2. LOW PRICES

Low catalogue prices, special offers, quantity discounts plus educational packages and promotions combine to make SunExpress products exceptional value

3. FAST DELIVERY

We know that you like delivery as soon as possible. Delivery to your door is in five working days or less - currently 98% of all shipments arrived within 3 days.

4. PRE-SALES TECHNICAL SUPPORT

Our knowledgeable team of telesales representatives is ready to take your order and provide pre-sales technical advice should you need it.

5. 12 MONTHS WARRANTY

All hardware products featured in SunExpress have a full 13 month return to depot warranty. To ensure you receive the best possible service, we despatch the replacement product before you send the old one back. And it's free both ways.

How to use this catalogue

You'll enjoy browsing through the Sun Express Catalogue, but if you need to find products in a hurry just refer to the Contents on p4. Part number and alphabetical indices can be found on pages 90-96

When you're ready to order, simply turn to page 92. This is our "How to Order" section which has full ordering details plus an order form should you require one.

Remember to look out for these helpful symbols throughout the Catalogue

Localised product versions available.

New product or latest version

Save on bundled product offerings

Reduced prices

Useful extra information

Special educational offers available

Call for product pricing and availability

B. TT

NEW LOOK

Voilà l'édition automne 1993 de SunExpress, encore plus facile à utiliser. Nous avons écouté les conseils de nos clients concernant le catalogue et nous avons incorporé quelques unes de vos suggestions dans notre nouvelle présentation.

* Au sommet de certaines pages se trouvent les photos de nos télévendeurs, ainsi vous pourrez voir à qui vous parlez, lorsque vous appelez SunExpress.

* Nous avons ajouté nos numéros de téléphone et de fax à chaque page

* La section "Comment commander" se trouve maintenant au dos du bon de commande, à la fin du catalogue

* Les pages sont ordonnées par couleur pour faciliter vos recherches

Tout cela facilite le passage de commande.

Bien sûr, certaines chose n'ont pas changé. SunExpress est toujours plein de centaines de produits de qualité, plusieurs étant offerts pour la première fois.

Dans ce numéro, intéressez-vous à **PC-NFS** et au tout nouveau terminal X de Sun pour vos réseaux SPARC/Solaris, le **SPARCclassicX**.

Notez-le bien, les produits offerts dans ce numéro de SunExpress sont disponibles en cinq jours au plus en appelant notre numéro vert. Nos télévendeurs attendent votre appel.

Comment utiliser ce catalogue

Il est plaisant de parcourir ce catalogue SunExpress, mais si vous devez trouver des produits rapidement, reportez-vous à la table des matières page 4. Les index alphabétique et par références se trouvent aux pages 90-96

Lorsque vous êtes prêt à passer commande, reportez vous à la page 92, où se trouve la section "Comment commander" contenant tous les détails nécessaires, plus un bon de commande en cas de besoin.

Les avantages offerts par SunExpress

1. COMMANDES SIMPLES

SunExpress vous offre trois manière(sic) simples de passer commande. Par téléphone, par fax ou par courrier, le choix vous appartient. L'appel téléphonique ou l'envoi de fax et (sic) même gratuit

2. PRIX BAS

Prix catalogue bas, offres spéciales, réductions en quantité, offres Education et promotions font des produits SunExpress des affaires exceptionnelles

3. LIVRAISON RAPIDE

Nous savons que vous appréciez des livraisons aussi rapides que possible. La livraison chez vous s'effectue en 5 jours ouvrables au plus, 98% de nos livraisons arrivent sous 3 jours.

4. SUPPORT TECHNIQUE PRE-VENTE

Notre équipe de télévendeurs est prête à recevoir vos commandes et à vous fournir des conseils techniques préalables en cas de besoin.

5. 12 MOIS DE GARANTIE

Tous les produits matériels vendus par SunExpress bénéficient d'une garantie totale de remplacement de 12 mois. Pour vous fournir le meilleur service possible, nous vous livrons le produit de remplacement avant de recevoir l'ancien, sans frais.

Cherchez ces symboles dans le catalogue:

Version nationalisée

Nouveau produit ou dernière version

Economisez sur un ensemble de produits

Prix réduits

Informations supplémentaires

Offre spécial Education

Appelez-nous pour connaître le prix et la disponibilité

APPENDIX TWO

TEXTS - ANALYSIS

Introduction

Both source and target texts were obtained from the agency itself. The TT was produced from the ST, by the agency, by an in-house translator. It was not possible to discover whether the translator was working into or out of mother tongue. The texts were both produced in a glossy, colour, folding pamphlet with the same layout for each language; this did not appear to impose constraints of space which might otherwise have been thought to account for certain omissions in the TT.

Toute latitude pour vos traductions:

4T - THE GLOBAL MARKET IS YOURS

-noun, *latitude* - polysemy lends certain play on words, referring to both the geographical sense of worldwide coverage and the breadth of expertise, whereas TT limits its interpretation to one of these, stressing only the geographical aspect and relating this directly, by the insertion of the word market, to the business aims of the client. Also, the ST specifies that this geographical accessibility is for 'your' translations, whereas the TT implies/ makes a promise of commercial success, without mentioning the word translation. Hence the implication in the TT that by entrusting translation to 4T success is guaranteed, whereas ST may have lesser impact, more emphasis on wider access to international addressees without promises of success- synonym, modulation, loss of impact

- at the level of Sign Function there is an overall loss of impact: there is a shift from symbolic (existential link) representation of meaning, with its potential polysemy through different interpretants (*latitude* recalls globe and is associated also with breadth in global and general senses) to an iconic sign function (unmediated, directly perceivable, more directly explicit in its frame of reference and with resulting loss of ambiguity). The TT sign is appropriate for discourse type and underlying, assumed values

- The TT maintains same form of address, second person, not clear whether in singular or plural, appropriate for direct advertising in establishing relationship with addressee: ambiguity singular,/plural achieves dual effect in both ST and TT through use of this form of address, which could be polite singular or plural. Speech Act function of promise is constant, although different language unit.

Exportez l'Ecrit

BY TRANSLATIONS

- ST picks up on the geographical aspect of *latitude* and introduces the business-related concept of export. An invitation to see the written word as a product. Sign function shift from index to icon, associative meaning to unmediated loss of breadth of impact, through explicitation.

- acceptability: TT has rather clumsy construction which does not "fit" with syntax of preceding heading

4T, les mots aux 4 points cardinaux

Avec 4T devenez 4 fois plus performant:

Worldwide Contacts

- descriptive equivalent of stylistic device of play on words; again ST stresses both geographical and business aspects likely to interest a client, with variation on theme through use of expression, 4 points of the compass. There is also the loss of the SL play on the number 4, as in the name of the agency, picked up in the idiomatic expression and the concept of multiplication of success. loss of impact
- at the level of sign function, a shift from indexical reference to a more iconic form of representation, with concomitant loss of impact by restriction to single interpretant from range of potential, dynamic interpretants. Implicature results in loss.

Toute croissance passe par une communication performante.

All growth nowadays involves high-level international communication.

- explicitation in TT. ST introduces concept of effective communication, whereas TT stresses international aspect - greater informativity
- explicitation: TT inserts *nowadays*, to stress contemporary relevance, whereas this would seem to be encompassed by the use of Present Simple in the ST
- again, ST uses vocabulary from business domain, *performante*, relating to business success, whereas TT stresses manner/ status and range rather than field of operation, ie *high-level international*. Modulation, shift in perspective, no loss of impact

Bien communiquer, c'est enrichir vos rapports avec vos clients, accroître leur nombre, dynamiser vos échanges, affirmer votre image de marque.

(xxxxxxxxxxxxxxxxxx)

- Omission of content may affect performative function of persuasion. ST reiterates the benefits of communication whereas TT makes no reference here

L'Ecrit tient une place prépondérante dans le contexte économique actuel.

The written word remains essential.

- symbol, l'Ecrit, remains symbol but more explicit "the written word"(cohesion)
- implicature leads to change of emphasis: difference between *une place prépondérante* and *essential*
- omission of *dans le contexte économique actuel*, leads to loss of informativity

Eliminer tout obstacle au niveau de la langue, c'est gagner en efficacité

By removing the language barrier, you assert your brand image and gain impact

- Transposition: ST uses infinitive to introduce noun clause, followed by anaphoric reference *c'est* plus infinitive, giving impression of a statement of fact by virtue of the equation of two actions in the form of verbal nouns, which have to be expressed as infinitive as there is no gerund form in SL. Modified from statement of fact to description of means to an end.
- Sign function: index (obstacle) is replaced by icon (language barrier)

4T se charge de la traduction de tous vos textes.

(xxxxxxxxxxxxxxxxxxxxxx)

- omission of reassurance function - may affect informativity but since this is reiteration, probably not a significant effect on overall impact

Quel que soit votre secteur d'activité, juridique, médical, scientifique ou technique, 4T vous donne le moyens d'exprimer vos compétences et votre savoir-faire.

4T has earned a name in this sector and it offers you the means to convey your expertise - commercial, scientific, legal or technical, in the language of your choice.

Paraphrase gives different emphasis through initial or final positioning of claims to expertise:

- cohesion, loss of impact: unclear anaphoric reference in TL, "this sector"
- savoir faire/ *expertise* - synonym, as SL term can also be used in TL, avoidance of more "foreign looking" loan word perhaps, although *expertise* also a loan word.

Pour chaque type d'intervention 4T met à votre disposition des traducteurs confirmés.

We place at your disposal seasoned professionals,

- omission, *Pour chaque type d'intervention* - loss of informativity.
- transposition, change of form of address through change of person of verb: personification of 4T in ST becomes more personalised in TT through use of 1st person plural, *we*, to establish more informal rapport with client
- appropriacy, loss: literal translation leads to unusual collocation of *disposal* plus person/ *seasoned professionals*. More appropriate choice would be "at your service"

Sélectionnés en France et à l'étranger, ils sont tous spécialistes du sujet à traiter, et réalisent vos traductions dans leur langue maternelle.

specialists in your field, who translate solely into their mother tongue.

- omission leads to loss of informativity: *Sélectionnés en France et à l'étranger*
- explicitation: TT stresses "only" into mother tongue. Is this because in English speaking countries translators might be expected to be more versatile, whereas in France the whole field is more strictly regulated according to higher standards - contextual needs of TL addressee

Pour plus de fiabilité encore, 4T opère un contrôle systématique de chacune des traductions par une équipe de relecteurs qualifiés.

To guarantee maximum reliability, a team of proof readers checks every translation.

- transposition, acceptability: constant performative function, reassurance, maintained by substitution of infinitive for *pour plus de fiabilité* to convey purpose
- transposition, appropriacy: with increased impact: ST comparative, *plus de fiabilité*, TT superlative *maximum reliability*
- modulation: ST stresses role of 4T in running an operation by means of a team referred to in the plural, TT stresses importance of the individual team member.

Exigez la perfection

BY TEXTS

- modulation, substitution of construction implying manner of achieving results for direct SL imperative, leads to change in Speech Act function and loss of implicature (we offer perfection)

Your impact depends on the form of your message as much as its content. The wording and the layout of your texts must be flawless.

- compensation through explicitation.
- cohesion, TT picks up and repeats same structure, *by* plus noun

4T a les outils pour un traitement de texte irréprochable

4T se charge de tout type de traitement de texte. Vous pouvez lui confier vos manuscrits, vos textes dactylographiés et vos cassettes audio.

4T, très vigilant sur la présentation finale de vos documents, les édite sur imprimante laser.

Equippé du matériel le plus performant, 4T traite vos textes sur le logiciel de votre choix et dans le format de disquette que vous souhaitez pour une parfaite adaptation à tout type de matériel: IBM PC et compatibles, Macintosh, Rank Xerox Documenter...

To process your texts, 4T uses the most effective software, with a broad range of hardware: IBM PC's and compatibles, Macintosh, Rank Xerox Documenter... and documents are laser printed. Entrust us with your manuscripts, typewritten texts, audio-cassettes or diskette. We will prepare the final layout of your choice.

- Paraphrase of text segment: content is constant but emphasis changes: all the information is present in both languages, and the final message is the same, but presented in a different order. However, in the ST the client is invited to chose the software used, whereas in the TT the choice seems to refer to the layout.

Vous pouvez, bien sûr, bénéficier du traitement de texte 4T pour vos traductions.

4T specialists also key-in scripts of press converences, forums and seminars in French or any other language.

- TT gives more details of different types of scripts and concept of other languages not mentioned in ST: explicitation, greater informativity than ST

- transposition, appropriacy, terminology: noun, *traitement de texte*, becomes verb, *key-in*, shifting emphasis from service at abstract level to concrete action giving also an impression of copy-typing, more mechanical work, change in informativity (I). Possible negative implication of TL choice - does this mean this is done by non-linguists ?

BY REFERENCES:

4T se met en 4 pour vous servir

4T means service

- intertextuality (possible allusion to Heinz Beans advertising slogan, Beanz meanz Heinz)

- attempt to compensate for loss of stylistic impact perhaps

- substitution of icon for icon.

Fiabilité

OUR WATCHWORD - RELIABILITY

- ST gives one word concept of quality attributable to company and desirable for client

- TT attempts to give to this quality the form of a slogan, similar construction to replace each single word quality of ST -cohesion

Les traducteurs, relecteurs et interprètes de 4T font l'objet d'une sélection rigoureuse
To deserve your trust we make it our duty to do a flawless job. Your requirements are ours.

- paraphrase with addition/ explicitation

- also modulation: ST again stresses selection of well-qualified translators, which, so it is implied, should guarantee results (emphasis on translation as means to an end); whereas TT stresses desired outcome and promises to achieve this.

Rapidité

OUR COMMITMENT - SPEED

- cohesion: one word quality contrasts with slogan with substitution of new aim

Les délais sont rapides et respectés à la lettre

We work quickly and meet deadlines, and this is one reason for our success

- modulation from impersonal reference to deadlines and completion to TT more personal approach, *we work*, plus expansion/ insertion, reminder of success. impact constant

- omission of SL sign (icon), *à la lettre* - loss of informativity

Un service de coursiers est mis gratuitement à votre disposition

A dynamic firm must act fast, so our messengers are at your disposal in the Paris area to collect and deliver your packages. Short or urgent jobs can be handled via fax or telex.

- explicitation: ST assumes understanding of need for speed, but TT explicates this

- modulation: ST stresses fact of no charge for messengers, whereas TT leaves this open - potentially ambiguous. since *at your disposal* does not automatically mean free of charge

-TT also is more explicit in defining area of operation of messengers

- also more information is given about *fax/ telex*

Disponibilité

OUR NUMBER ONE ASSET - AVAILABILITY

- attempt at cohesion in TL forms

4T intervient sur le champ dans les domaines les plus pointus

We are ready at all times to mobilize the specialists you need in the language of your choice. This is our definition of service

- modulation: reference to company: 3rd person singular becomes TL first person plural.

- substitution of index for icon: *sur le champ* is expanded to bring out the implied meaning, with further explicitation and emphasis, "at all times". However, loss of possible play on associative link between *domaine* and *champs* on level of semantic field.

- compensation: ST refers to extent of expertise simply by type of area of operation, *domaines les plus pointus*, difficult to translate by a single word, but generally referring to up-to-date, highly technical/ technological, rather than to wide range of subject areas. ST again makes no reference to range of languages which is however present in TT

- additional information: TT contains extra summative sentence for emphasis - *this is our definition of service*

Efficacité

Elle repose sur les hommes et sur les investissements technologiques. 4T a la volonté de toujours mieux répondre à l'attente de ses clients

(xxxxxxxxxxxxxx)

- omission: loss of informativity. TT does not have a comparable or parallel section. Perhaps the preceding definition could be said to encompass the same message, but without covering the same details but loss of impact as ST has four qualities to match number four of name, so TL loses this element of cohesion.

Summary and evaluation of text:

A. Values, Myths And Metaphors:

This text sums up the main values and myths of the work of the professional translator in the international commercial environment:

Business:

- Effective communication means improved business performance
- Global communication is the aim of the international company
- The language barrier is a barrier to effective communication and hence to effective global trading
- The written word is permanent/ has an effect-
- Advertising and communicative documents present a certain image of your company. To succeed, this image must be right, and must be properly presented in the language of the target country
- Time is money - businesses require ease of access, speed of response and completion of task without sacrificing effectiveness
- Presentation and layout are also very important; all documents should benefit from the most up-to-date means of presentation available

Translation Specific Expertise:

- Translation is a special skill
- Translators should only work into mother tongue
- Translations should be proof read for accuracy and appropriateness in TL
- Translators should possess domain specific knowledge as well as linguistic competence
- Information technology is an essential tool in the translation process

B.Text structure:

Reformulated in places with some changes in emphasis but overall message remains accessible; basically same format because of brochure lay-out, but with some additions and omissions. Coherence is assured through reference to the same myths and values, whilst there is an attempt to mirror the cohesion of the ST by use of different or similar language units or stylistic elements. Repetition of key words gives degree of cohesion. The level of informativity varies in some text segments but overall the essential facts are retained in the TT. The context of operation of the service is made more explicit in the TT with reference to Paris. Overall use of language is appropriate for the text type and mainly acceptable to the TL addressee. Authorial intent would appear to be constant in the TT as in the ST.

C. Content:

Some expansion, but more examples of loss in TT. Overall, TL is less linguistically clever, essential information is conveyed, although at expense of stylistic effect. Some inappropriate collocations.

At the level of individual units of meaning, there are examples of transposition of syntactical forms which detract from overall acceptability and at times incur loss of informativity content.

D. Text function and Impact:

At the level of the text, on initial reading the TL function would appear to be constant. The service is sold as a product, functioning as a symbol for successful business through successful communication - thus on this level the text qua sign seems to function successfully in the TL as in the SL.

Where there is a shift in sign function, it is mainly towards a more simplistic sign function with concomitant loss of impact. Whilst there is no real evidence of misunderstanding of the ST, there is a lack of appropriacy in TL style and diminished level of acceptability of TL expression which would tend to contradict the implicit and explicit claims of the advertising message, thereby negating its potential impact at the levels of immediate and dynamic interpretation for the individual addressee and for the target group of addressees. Thus despite apparent conformity to considerations of cohesion and coherence there is a definite loss of global impact.

It would appear from this that although considerations of textual structure and function have played a part in the approach adopted, the translator has failed to respect TL appropriacy and acceptability sufficiently well to produce an equally successful TT having the same impact on the TL reader as the ST could be expected to have on the SL reader. Lack of skill in sign function transfer also has a significant effect on impact. The approach is broadly functional but fails at the level of linguistic analysis and individual sign function. It may be that there was little flexibility to adopt a more functional approach in view of the need to respect lay-out pattern and space requirements on the brochure format, but there is also evidence of lack of translatorial competence in manipulation of the target language to achieve a desired effect.

ADP

Introduction:

Both texts were taken from a magazine published by the Airports Authority, freely distributed within the Airport and in-flight. The translation was undertaken by an in-house translator and it was stated by the text supplier contacted that there would have been some form of quality control, normally by a native speaker.

ADP: PARIS AIRPORTS AUTHORITY

PREMIERE PLACE AEROPORTUAIRE EN EUROPE CONTINENTALE *LEADING AIRPORTS COMPLEX IN EUROPE*

- Superlative to designate airports authority - Shift from ordinal in ST to descriptive gerund recalling lexis of marketing (ie market leader) in TT. transposition, impact constant, index to index
- To describe this site, ST has Noun *place* plus adjective derived from main noun which describes function of place *aéroportuaire* whereas TT takes two nouns, using first *airports* in plural, possibly due to interference from SL name, or to lack of TL competence - acceptability; second noun *complex* as main noun, apparent synonym to correspond with *place*. Synonym
- Europe continentale : *Europe* : Index - differentiation between continent/ mainland and all of EU in SL, but in TL we find icon, single concept, no differentiation, immediate interpretant would probably be whole of EU, including mainland UK.). Loss of differentiation may be result of desire for hyperbole becoming/ being read as apparent false claim, implying lack of research or intention to mislead.

Concevoir, construire et gérer les infrastructures, développer les services nécessaires
The design, construction and operating of infrastructure and the development of services required

- loss of alliteration of concevoir/ construire- loss of cohesive device
- here ST uses verbs of action, concevoir, construire, gérer, whilst TT uses nouns, although with *operating* translator has resorted to gerund, verbal noun, probably because of lack of awareness of more appropriate term, transposition.
- *nécessaires à* in ST (adj + prep, as per syntax rule) becomes *required for* (past participle functioning adjectivally + appropriate prep) - why change *nécessaires* to *required* ? Attempt to avoid literal translation/ overcompensation - a compensatory form of deduction ? Synonym, modified impact

au bon fonctionnement du transport aérien et au confort des passagers,
for the smooth running of air transport facilities (sic),

- acceptability: lack of careful revision at final editing stage; typographical error - *facilities* instead of *facilities*
- lexis: correct collocation with *running (smooth)* selected instead of translating *bon* literally: index for index
- implicature in TL through combination of two ideas (transport aérien et au confort des passagers) into a more global concept - transport facilities: two indexical signs become one iconic sign, loss of aspects of meaning/ Informativity: Index +Index, becomes - icon

telle est la mission d'Aéroports de Paris (ADP).
constitute the mission of Aéroport de Paris (ADP).

- mission, appropriate business terminology for this concept is constant in form in SL/TL, index for index
- intention: in both ST and TT ADP is personified as having a mission, with possessives *de/ of* used to indicate the existence of this authority as a corporate body
- to note: TT retains ST form of name, perhaps because it is a proper name, and thus retains acronym, *ADP*. Probably no translation offered as this is available at top of page as (literal and descriptive) official translation - Paris Airports Authority
- acceptability: omission of *s* from SL name in TT - typographic error in official name, slight loss of impact due to inaccuracy, may imply change in informativity

Etablissement public autonome, ADP a autorité sur une quinzaine de plates-formes aériennes situées

An independent public body, ADP is in charge of around 15 airports and other aviation facilities

- Cohesive link, in form of cataphoric and anaphoric reference to ADP
- note use of verb of location in ST - *situés*, omitted in TT and conveyed by prepositional phrase of place introduced by preposition, *within* : transposition, acceptability
- lexis: attempt to find equivalent meaning/function in different unit, *a autorité sur* becomes *is in charge of* : transposition, icon for icon
- *une quinzaine* - useful form of numeral to indicate quantity, only possible with 12 in Eng, but with many numbers in Fr. Idea of approx number conveyed in TT by advb: around + number 15, transposition
- *plate-formes aériennes* : airports and other aviation facilities: icon becomes index

dans un rayon de 50 kilomètres autour de Paris.

Within a 50-kilometre radius of Paris.

- acceptability: note *within*, not *in* - appropriate for containment inside an area - transposition
- distance - culture specific reference for measurement, not converted to miles for TL reader - perhaps because publication is for international travellers, hence many for whom TL is a foreign language and who would not be used to working in miles - ie appropriate choice for wider target group.

Avec notamment Orly au sud, Roissy-Charles-de-Gaulle au nord et le Bourget pour l'aviation d'affaires. Un domaine foncier de 6 500 hectares,

With, in particular, Orly to the south, Roissy- Charles de Gaulle to the north and Le Bourget for business flying. Its property assets thus cover some 6, 500 hectares,

- unit of measurement, hectares, although SL culture specific, is now also used in TL through influence of EU, hence no conversion
- aviation d'affaires: *business flying* - literal translation without consideration of appropriacy in TL as terminology, would read better as "business travel/ flights/ traffic".

soit les deux tiers de Paris intra-muros.

an area equivalent to two-thirds the area of Paris, excluding its suburbs.

- explicitation, cohesion: TT insertion of *noun*, *area*, to define/ give anaphoric reference to hectares, and again to link to Paris
- further explicitation to convey concept of *intra-muros* (a term often found in SLC in guide books, to refer to old part of a town/ city). Translator probably did not expect TL reader to be familiar with Latin term, so expanded to bring out by showing inclusion, exclusion of area : iconic sign becomes index , Informativity remains constant

En 1990, les 6 500 collaborateurs d'ADP ont accueilli 47 millions de passagers, pour 425 000 mouvements d'avions,

In 1990, ADP's 6, 500 employees handled 47 million passengers and 425, 00 aircraft movements,

- sentence structure similar
- acceptability, intention; why use 's after ADP in TL, unless to reinforce personification of corporate image - perhaps appropriate for context of use, business discourse within advertising
- the *pour* of ST, implying relationship of ratio, is translated by *and* in TL, giving relationship of coordination, hence shift in overall orientation of sentence by different representation of relationships, but overall function as informative + figures is still maintained. Modulation, informativity constant

faisant de Paris la première place aéroportuaire d'Europe continentale

making Paris the top airport centre in continental Europe

- cohesion: ST/TT parallel use of present participle in initial position
- again, superlative ordinal replaced by different adjective - *top* (= leading): index for index
- *de* becomes *in* - emphasis shifts from characteristics to location: transposition/ modification
- *Europe continentale* - this time the differentiation is made, but by means of a literal translation, more suitable collocation would have been "mainland Europe" or "the European continent". The adjective "continental" may have particular associative value for the TL reader relating to lifestyle or behaviour and temperament, so that the TL unit may carry extra symbolic function not intended by the SL author (AI/mod). The TL term as calque of the SL term is either symbol or index, whilst the SL term is an icon.

et la deuxième dans le monde pour le trafic international.

and the second busiest in the world for international traffic.

- *la deuxième* is expanded in TT to become *second busiest* : explicitation
- use of definite article in SL for specific kind of traffic, no article in TL, more generalised concept of traffic as no definition following: transposition

L'ingénierie est un secteur dans lequel ADP a acquis une réputation mondiale.

ADP has also acquired an international reputation in the field of engineering,

- stylistic differences mean sentence structure changes, with emphasis on engineering being achieved through initial position in ST and final position in TT
- note change of lexical concept, from greater hyperbole to lesser, where *mondiale* becomes *international*

De l'étude conceptuelle à la livraison "clés en main",
from design studies to the delivery of turnkey facilities.

- economy preserved: SL *étude conceptuelle*, becomes plural noun defined by different adjective, icon for icon
- fixed expression: *clés en main* common and frequently used, especially in sector of accommodation,/ housing: TL expression not so common - again, could perhaps be explained by consideration of international anglophone target group. Icon for icon.

ADP est intervenu dans une vingtaine de pays, sur plus de soixante grands projets.
The company has carried out some 60 major projects, in around 20 countries.

- change of verbal focus from intransitive *est intervenu* to transitive, *carried out projects.*; this then necessitates change of syntax:
 - paraphrase, emphasis, intention: change in order of sentence / ideas, from ST stressing number of countries first (ie international reputation of France) to TT stressing number of projects (ie accomplishment s of company), also because of transitive nature of preceding verb requiring object, whereas intransitive ST vb has to be followed by preposition and appropriate prepositional phrase (x2 for countries and projects)
- note collocational shift from "grand" to *major* for *projects.*: synonym

ADP est ainsi, actuellement, en train d'achever les études de l'aéroport de Kensaï, dans la baie d'Osaka, au Japon.

ADP is currently putting the final touches to planning studies on Kensai airport, to be built in Osaka bay, Japan.

- explicitation, "études" - *planning studies* in TT- synonym
- omission of *ainsi* - loss of cohesive device
- continuous verbal aspect conveyed in SL by verb form *être en train de* + infin, in TL by Continuous form of verb: transposition, acceptability
- achever - becomes TT analytical verbal expression, *putting the final touches to* : change from index to icon
- acceptability: *de* (of) becomes TL preposition *on* - why not for, concerning - inaccurate transposition/ loss
- insertion - *to be built* - extra information given to TT reader, presumed known to ST reader ? gain of informativity

Myths

Universals:

Customer satisfaction
Worldwide reputation
Size of operation/ smooth running
Quantity of passengers plus quality of service
Latest technology for safety and efficiency

French Culture specific:

Paris at centre of France, France at centre of Europe

Text Structure:

Basically the same for ST and TT, although some shifts in emphasis at level of individual units

Content

no significant loss, compensation occurs where direct equivalent not available. Some examples of overcompensation resulting in less stylistically appropriate TL forms or expansion leading to clumsy paraphrase

Sign Function:

mainly index for index (no change) or index for icon (loss of specificity); the main symbol is the acronym for the commercial organisation, ADP, which is used in its SL form, with through translation (calque) in the TT.

Impact: the text is mainly successful in terms of textual structure, TL reader needs and use of TL forms. There are no problems related to culture-specificity and the reliance on universals of customer service means that the TT bases its impact on the same conceptual framework as the ST.

The approach adopted here would appear to be broadly linguistic, in that most strategies noted appear to be describable by terms from this approach, with few examples of choice which could be categorised by terms from other types of approach. Because of the factual nature of the text, the fact of following quite closely the ST structure and use of language does not have a significant effect on the overall impact of the TT and so this is relatively successful. This close conformity to the ST structure and language signs may be due in part to the need to follow a similar order of presentation in both languages in order to facilitate lay-out and assist the would-be bi-lingual reader to compare both texts.

APPLE:

Introduction

The two texts represent a selected extract from product information brochures which were supplied by Apple in the form of glossy booklets. The translation was undertaken by an agency with whom the company has a contract. No in-house quality control was implemented.

It's never been so easy to make your ideas look great.

Donnez bonne mine à vos idées:

- substitution of adjective/ noun collocation, *bonne mine* (icon), for verb/ adjective, look great (index), some loss of intensity
- transposition: ST statement of fact with impersonal 3rd person singular, TT imperative
- loss of concept: no translation of *easy* (modulation/ loss of impact)
- also loss of measurement of time and superlative implied thereby (*never*) (modulation, loss of impact)

When your ideas look good, people take a good look at your ideas.

Les idées bien présentées attirent mieux l'attention.

- loss of play on words, with shift from *look* as vb to look as noun, *good* as advb to good as adj - transposition, changed sign functions: ideas look good (Index), take a good look, icon/idiomatic, translated as index - *idées bien présentées* and index/ descriptive, *attirent mieux l'attention*
- here TT adopts more factual tone whereas ST has more direct style of address, 2nd person (modulation, modification of impact, not necessary for TL appropriacy)
- loss of quasi-conditional as implied by "when" in ST - transposition, loss of impact

And thanks to Apple scanners, displays and printers it's easy for your ideas to look their best.

Grâce à la dernière génération de scanners, moniteurs et imprimantes Apple, vous n'avez aucun mal à mettre toutes vos idées en valeur.

- substitution of expression for expression, icon for icon, functional equivalent - look their best/ *mettre en valeur*

Don't settle for work that looks good when it's just as easy to create work that looks great.

Pour donner bonne mine à vos idées, regardez de près les scanners, moniteurs et imprimantes Apple.

- loss of degrees of intensity, *good/ great*; loss of exhortation to expect the best (ie implied superlative)
- compensation, for cohesion, repetition of look good/ *bonne mine*
- different informativity context, reiteration of product types replaces more generalised exhortation to use product- modification of speech act function

And make people take notice tomorrow.

Vos documents ne passeront pas inaperçus.

- ST co-ordination of exhortations to act, TT juxtaposition of two statements to imply causative link between first and second

- loss of sense of urgency/ immediacy of tomorrow, also of concept of control in hands of user to affect response to documents - modulation, loss impact
- TT use of negative for stress, compensation, impact constant
- personification of documents in TT, whereas ST emphasis is on getting attention from others (modulation - modification of impact)

The power of persuasion:

Le pouvoir de persuasion:

- literal translation gives unacceptable TL syntax, should have definite article, probably no loss of impact despite this

Adding images to your work adds impact - lots of it.

En ajoutant des images à votre travail, vous augmentez - considérablement - son attrait.

- transposition: TT gerund becomes ST gerund introduced by *en*, but retains verbal not nominal aspect, as subject of TT sentence becomes *vous*.
- appropriacy: strange use of dashes to insert adverb in TT: SL interference ?
- shift in register, from more informal: lots of it, (icon) to advb of quantity *considérablement* (index)
- why *travail* for “your work”, why not more specific, *documentation* - metonym, modified informativity

Images and text work together to persuade your reader in a way that words alone can't.

Ensemble, les images et les textes acquièrent un pouvoir de persuasion que les mots seuls n'auront jamais.

- ST stresses manner of success, TT stresses means/ agent/ cause (modulation, same impact)
- initial position of *ensemble* in TT for added emphasis,, cohesion
- acceptability, loss of impact: word order. in TT would read better and give greater emphasis with inversion after relative pronoun, *que n'auront jamais les mots seuls*

Images can help to explain complex subjects, show the face behind the words - and take the reader just about anywhere

Les images expliquent des raisonnements complexes, montrent le visage de celui qui s'exprime ou emmènent le lecteur en voyage.

- does *raisonnements* cover same conceptual aspects as subjects ? (synonym, loss of informativity)
- *face behind the words* - this could function at the level of icon, the message sender, or symbol, the human side of the communicative process: literal translation of this sign as an icon, through specific reference of relative clause, means that TT seems to have taken primary level of meaning, icon to index
- loss of ST modal *can*, in TT becomes Present simple for fact: transposition results in modification of meaning, informativity
- *emmener en voyage* (icon) does not carry same impact as *just about anywhere* (index)- loss of extent of possibilities

In addition, images give a professional look to your communications.

De plus, elles donnent une apparence plus professionnelle à vos documents.

- ST repeats word *images*, TT uses anaphoric reference, pronoun *elles* (chs/l.o.i)

- ST is positive, *professional*, TT involves idea of comparison, *plus professionnelle* transposition with gain of impact
- are *documents* always the same as *communications* ? is this an use of synonym at the level of index for index - perhaps an inappropriate choice in context ?

Take a look at the samples shown here and see how the addition of scanned images to a publication can make a difference.

Regardez l'exemple: les images numérisées ajoutées à la publication font toute la différence.

- English phrasal verb gives greater degree of informality than *regardez* but function is constant: synonym
- ST has *samples* in plural, TT uses singular, *exemple*: transposition, loss of informativity which may clash with accompanying documentation
- modulation: ST repeats exhortation to action, *look....see*, whilst TT merely states what will be seen/ fact
- *toute la différence* - is this an example of SL interference, with a literal translation of ST expression, "make all the difference" ? More acceptable TL version might read, *qui change complètement les choses*, or *qui change les choses du tout au tout*? Icon to index

MYTHS:

Universals of business:

- PRESENTATION IS ALL IMPORTANT:

- a) to get attention
- b) to get message across
- c) to creat good impression

-VISUAL IMPACT IS IMMEDIATE:

- *Many people understand better through the visual medium, and there is greater economy of effort together with more explicitness of detail
- *The impact of graphics/ visual is more immediately effective, powerful than written
- *Graphics help to persuade through visual impact/ clarity - the aim of all communications in business being to persuade the recipient to adopt a certain course of action

ie, the goals of advertising: get attention/ present product/ persuade of its qualities

Text structure:

TT follows ST form and order of presentation of information overall. There are no examples of paraphrasing of text segments which might otherwise have affected structure

Content: basic information is constant

Sign function: the name of the product itself functions as a symbolic sign in the SL with its connotative values of being conducive to a good learning environment, as in

"an apple for the teacher" and symbolic association with good health "an apple a day keeps the doctor away". Because of the need to preserve the brand name in its original SL form, there will be some degree of loss for the total non-anglophone, although it may have been assumed following marketing research that most computer users expect to need some competence in the SL in order to use software, so this may not in fact be a true loss. The iconic association between product name and fruit will also be maintained by reproduction of the coloured image of the apple associated with the product

Impact: Some degree of loss of information but more specifically of intensity and acceptability, hence of potential impact. Violation of TL norms through SL interference. Shift of emphasis from action/ manner, to means/ agent/ cause/ result may be due to TL conventions rather than to lack of TL competence, thus to Appropriacy

Overall: In the TT the mixture of direct forms of address in the second person and more impersonal 3rd person statements has the effect of making the overall effect more factual and less personalised. Informativity is maintained; although appropriacy appears to have been a prime consideration, acceptability has suffered from SL interference. Changes in sign function result in some loss of impact; the main strategies at the level of language units appear to be transposition and modulation, together with an attempt to use synonyms, the latter having as the main effect some modification of meaning and impact for each unit. Speech act function suffers some loss but remains mainly constant through use of similar or different language units having equivalent function.

It could be concluded that the TT will be mainly successful in relation to the TL addressee, albeit with some loss of impact.

In a text intended to convey factual information, there is less likelihood of there being much attention to sign function - the main loss at this level is one over which the translator would have had no control, this being the signification of the name of the product. There has been an attempt to use appropriate style and language forms, with indications of intertextual conformity for the text type. There does appear to be an attempt to mirror quite closely the order of presentation and overall text structure; this may be due to a need to replicate format and lay-out in different language to reduce production costs. The approach adopted is broadly linguistic, with some examples of interference from the SL which detract from the global impact.

The two texts, ST and TT, were supplied by the Australian Embassy in London. The translation was done by a native speaker through an agency. There was no record of quality control by a third party but it was assumed that this would have been undertaken by a native speaker.

AUSTRALIA:

Koalas, Kookaburras and Kangaroos,
Koalas, martins-pêcheurs géants et kangourous

- cohesion, loss of alliteration of second term
- cohesion, loss of use of capitals for emphasis and visual effect
- translation of *Kookaburras* shifts from index to icon

Crabs, Catfish and Crayfish
Crabes, poissons-chats et écrevisses

- cohesion, again, loss of alliteration for second and third terms

Wombats, Wallabies and Wattlebirds
Wombats, Wallabies et Wattlebirds

- cohesion: alliteration preserved: a) because first two terms are in fact aboriginal names and as such are used as loan words in TL in same form b) because translator seems to have assumed similar case for Wattlebird, but this is not so, and the name is in fact a compound of name plus descriptor relating to its activities, which descriptor is now lost in the TL. An example of false analogy and inaccurate research, abduction, an unconfirmed guess

From the Duck-billed platypus to the legendary Tasmanian tiger
Des ornithorhynques à bec de canard au tigre légendaire de Tasmanie

- partial loss of alliteration, also expansion
- more academic register - *ornithorhynques* : icon to index (SF/nc/Ic-In)

Ballooning, Bushwalking and Barbecues
Montgolfières, randonnées dans le bush et barbecues.

- loss of alliteration for *ballooning*, partial retention of *bush* plus explication, retention of word *barbecue* in SL form into TL (two loan words, one example of loss of informativity)
- Montgolfières - culture specific reference gain
- loss of cohesive device of capital letters, as result of change in sign function from Icon to Index: Bushwalking: *randonnées dans le bush*

Rainforest treks, reef cruises and whitewater rafting.
Trekking dans la forêt tropicale, croisières sur la Barrière de Corail et rafting dans les rapides

- adoption of SL words *trekking/ rafting* into TL following frequent pattern of adoption in form of gerund (analogy with *Parking/ jogging*) - loan words, modified impact

- explicitation of second term of reference from general to named specific - *la Barrière de Corail* - why ? Perhaps incorrect induction based on other items in list, but may result in loss of scope/ information
- again, adoption of gerund form, conforms to TL acceptability but also this time mirrors SL form, hence omission of definite article
- alliteration created in TL, *rafting/ rapides* not present in SL - compensatory mechanism for cohesion?

Scuba-diving, sailing, skin-diving and snorkelling.

Plongée sous-marine autonome, voile, natation et plongée

- again mirrors SL omission of definite article
- descriptive equivalent: Scuba-diving : *Plongée sous-marine autonome*

From surfing on Bondi Beach to skiing in The Snowy Mountains

Surf à Bondi Beach ou ski dans les Snowy Mountains

- an attempt to retain parallel forms, from ST gerunds to TT nouns for the sport, by analogy with *le ski* we find *le surf*. Two loan words, recognisable to TL addressee on basis of assumption of some degree of SL competence on the part of addressee, given the purpose of the text, therefore probably equivalent impact.
- culture specific references - place names not translated, ST form is retained. For these loan words which will probably be recognised as place names there will be some loss of informativity unless basis SL competence can be assumed.

Swan River, Seven Spirit Bay and the Sunshine Coast

La rivière Swan, la baie Seven Spirit et la côte Sunshine

- culture specific references: place names partly translated, descriptive (indexical) sign for geographical function, plus name which is constant. Same potential loss of informativity as preceding references. Index for icon

The contrasts of Kakadu, King's Canyon, Katoomba, Kalgoorlie, Kuranda and the Karri Forest.

Tout en contrastes Kakadu, King's Canyon, Katoomba, Kalgoorlie, Kuranda, et la forêt Karri.

- culture-specific references: by retention of place names all beginning with K, alliteration maintains stylistic effect and cohesion
- The contrasts of - *Tout en contrastes*: : transposition for TL acceptability/ style

From the sophistication of Sydney to the wilderness of the Simpson Desert.

De Sydney, ville moderne au désert Simpson et ses paysages sauvages

- transposition of function from abstract noun quality linked by possessive *of* to Sydney, to TL where name precedes complement of *ville moderne* (implied sophistication by association with/ evocation of attributes of the *ville moderne*, hence also more attributes implied to Sydney by this more comprehensive term, rather than as stated in ST. Symbol replaces indexical reference, perhaps due to generalisation or deductive reasoning based on expectations of associative values linked to sophistication through modernity - assumption of TL addressee knowledge
- loss of SL alliteration: sophistication of Sydney, compensated partially by assonance of *paysages sauvages*

From Wetherby Cattle Station to Woolloomooloo to Wildflower Country

Des centres de bétail de Wetherby à Woolloomooloo et au pays de la flore sauvage.

- is there a shift or inaccuracy of information here? does *centres de bétail* really equate with *cattle station*, or is this an attempt at functional adequacy as a result of a TL terminological and/ or conceptual gap ? Use of TL plural form would tend to indicate functional description, index for to replace this culture-specific reference
- further inaccuracy in translation of *Wildflower Country*. Use of capitals in ST would suggest, by analogy with other uses of capitals in this text, that this is actually the name of a place/ region/ area (a culture-specific reference) and should thus be treated in the same way as other names. By inaccurate abductive reasoning, TT has taken the first noun to be descriptive and so the translation chosen presents the reader with a more generic term for a kind of area, not a specific place - loss of contextual informativity.

In short, Australia is every holiday you've ever dreamed about.

En bref, l'Australie ... les vacances dont vous avez toujours rêvé

- ellipsis in ST, omission of verb *to be* plus insertion of dots to signify omission and link with predicate
- slight modulation, shift in qualifier, from every (=each one) to *les* (cumulative, all-encompassing) - due to TL Acceptability

And our 1994 Traveller's Guide is designed to more than whet your appetite for the myriad delights to come

Notre guide touristique 1994 ne se contente pas seulement de vous donner un avant-goût des myriades de merveilles qui vous attendent....

- transposition from *guide for people who travel* to a *guide touristique*, from possessive to descriptive, index to icon, no loss of impact
- idea of 'more than' is rendered by negative *ne se contente pas de*
- modulation, loss of concept of design, shift to personification of travel guide, for TL Appropriacy
- shift of syntactical relations, with *myriad* shifting from descriptor/ quantifier to noun of quantity followed by preposition *de* - TL acceptability/ stylistic appropriacy
- also, creation of alliteration in ST, from *myriad delights* to *myriades de merveilles*
- substitution of icon for icon, idiomatic expression for idiomatic expression: *donner un avant-goût* for fixed collocation *-whet your appetite*

We take you through the great cities of Australia

Nous vous emmenons à la découverte des villes principales australiennes.

- ST *take* is polysemous, can operate at literal or figurative level, TL unit *emmenons* functions similarly: synonym, index for index
- TT unit is expanded to render explicit the implied ST promise of discovery, some gain in impact
- does *great* have same impact as *principales* ? This could mean more than just *big*, could have implied reference to historical or economic status, so that ST choice involves loss of potential attributes by focusing on sole aspect of size - synonym, loss of impact

We devote an entire section to the blue-sea magic of the Barrier Reef and the visual poetry of its many tropical islands

Nous consacrons une section entière à la Grande Barrière baignée d'une eau bleue enchanteresse et aux nombreuses îles tropicales d'une beauté épique.

- economy of juxtaposition of nouns *blue-sea magic of the Barrier Reef* is lost due to necessity for post-posed adjectival phrase introduced by a new past participle, *baignée*.

- similarly, the metaphor, *visual poetry*, almost a contradiction in terms, is rendered by an attempt to recall the aspect of poetry, but in the form of epic poetry, which centred on heroic deeds, and so seems a strange collocation for the noun beauty, unless being used in a new way as intensifier

- *épique* gives symbolic rendering of visual (icon)

- *une section entière*: lack of precise attention to TL acceptability - needed *toute une section toute entière*, otherwise this reads like a literal translation

In addition, on perhaps a more prosaic note, there's an invaluable information section of vital advice on such items as passports, visas, currency and how best to travel the continent.

De plus la plume devient plus prosaïque la section informations, inappréciable pour ses bons conseils, vous renseigne sur des sujets tels que passeports, visas et devises... sans oublier les meilleures façons de parcourir ce continent.

- substitution of icon for icon, according to TL acceptability - on perhaps a more prosaic note *la plume devient plus prosaïque*

- awkward punctuation does not enhance TT style here. Needed comma after *prosaïque*, or even colon/ semi-colon - lack of appropriacy to conventions

- designative *there is*, omitted in TT, so that personification of tourist guide is repeated (cohesion) and guide becomes more important as actor, *vous renseigne-*

- *how best to travel the continent* is taken in ST to cover a singular concept for each reader, but in the TT the assumption, implication is that there will be several best ways to travel - explicitation in TL of implied message, some gain of informativity

- *bons conseils* - synonym, loss of intensity of adjective 'vital'

And finally, to highlight 1994 as Australia's Year of the Great Outdoors, we include a section on precisely that.

Enfin, 1994 est l'année de la vie en plein air en Australie, et nous ne manquons pas de vous en parler.

- Paraphrase causes change to intention, speech act function (SAF.nc.d.l.u) ST structure gives idea of purpose, to highlight, whereas TT states this as fact and coordinates this information with negative for emphasis: *nous ne manquons pas de vous en parler*, ie again negative for emphasis

- translation of *Great Outdoors* as *la vie en plein air* loses some of impact, both by loss of capitals (loss of cohesion) to imply a specific concept and by loss of visual image of wide open spaces., as reiterated more specifically in the following sentence. Icon replaces (culture specific ?) symbol

The wide open spaces and never-ending natural wonders of the world's largest island. 37,000 kilometres of beaches. And much, much more.

Les grands espaces et la profusion de merveilles naturelles de la plus grande île au monde. 37,000 kilomètres de plage. Et bien plus encore....

-*profusion* does not evoke the same reaction/ impression as *never-ending*. One is purely a quantifier, the other a quantifier which also carries notion of infinity of time and number..

- use in TL of *points de suspension* reinforces idea of incomplete list...which is implied in SL - gain of impact/ appropriacy

- metonymy: *37, 000 kilometres of beaches. And much, much more*: unit functions as symbol, the promise of a particular kind of holiday, including but not limited to prerequisite of sun, sand, sea and surf already listed. Symbol is reproduced in TL

MYTHS:

The New World - exotica, flora and fauna/ adventure/ different experiences/ yet civilisation

The Holiday of a Lifetime/ or your dreams

The Great Outdoors -activity, challenge, danger

Sun/ sand/ sea/ surf

Size = variety

Impact:-

Retained accumulation in groups of three. Listing is preserved throughout as in ST, ie in groups of three or pairs "from ...to" but loss of alliteration in many places, also loss of impact through non-use of capitals for nomenclature

- implication of range, extension, using "from....to" to indicate extent and variety

- alliteration, helped and highlighted in ST by use of capitals, lost to some extent in TT but attempt at compensation in other instances

- groups of three alternating with pairs linked by "from-to", reproduced in TT (text structure, cohesion)

- almost no verbs, mainly nouns- things to see(in plural), things to do (gerunds, hence verbal noun forms but in singular)

-metaphors: *whet your appetite*, (retained) *visual poetry* (modified)

- metonymy: *(kilometres of) beaches* (= holiday)

Mainly effective although high degree of culture specific sign function(place names) poses problems of interpretation, relies on assumed TL addressee competence in SL and sometimes results in loss of impact through lesser intensity of sign function in TT.

The approach adopted here appears to have been broadly linguistic, with transfer at the level of individual units. Given the focus and the structure of the text this may have been inevitable, also in the light of the probable need to conform to lay-out for a brochure presentation in different languages. The text is mainly a list of signs, indexical and icon, which together constitute the symbol of Australia's attractions, summarised as "The Great Outdoors". The informativity of the SL signs is somewhat lessened in the TL so that there is a loss of impact but this does not prevent the text from fulfilling its function for the TL reader.

AVIS:

Introduction

The two texts were obtained from Avis UK. The company is of American origin, named after the founder Warren E Avis and the translation was undertaken by an agency, then checked by native speakers in the target culture/ country of main use. The copies received were photocopies of an extended advertisement which appeared in quality daily press and weekly magazines.

(NB potential polysemy created by company name in TL - *un avis* = opinion, advice)

A. ST:

Your car awaits you as you get off the train

Votre voiture à la descente du train

- ST has car as active agent *waiting for you*, TT implies this - an example of ellipsis, perhaps intended to convey a reassuring statement of fact, (implied verb of state of being)
- ST also has active customer getting off train, whereas TT links one state of being- *la descente* - to another - car (is) there. More economical use of language and different focus, icon (visual image) for index.

Your trip from London to Paris or Brussels has taken just three hours.

Vous êtes arrivés à Paris ou à Bruxelles de Londres en trois petites heures.

- Again, ST personification of trip with active verb, whilst TT reverts to statement of fact, state of being, *vous êtes arrivée* (Passé Composé) has potential for SL meaning of P Simple but also of Present Perfect, more immediate, describing current state of affairs
- it is interesting to note that TT translates the second person form of address into a plural audience, as can be seen by the use of the plural form of the adjective, which makes the advertisement seem less personal in its approach than the SL version, which could be interpreted as referring to a single or multiple addressee(s). This may however be a typing or translator's mistake, in that the other adjectives used to refer to the address, being invariable in form, give no hint of the intentions of the TT writer.
- ST *trip from ... to* (place names) - in TT order is reversed of necessity, following TL use of verb *arriver à*

- Avis has joined forces with the French and Belgian railways to make sure that you stay ahead of the clock. Now there's no reason for the time you've gained from a fast comfortable train trip to slip through your fingers while you look for a car to rent.

Vous voilà frais et dispos après un confortable voyage en train.

Ce serait bien dommage de gaspiller votre temps et votre énergie pour dénicher une voiture de location.

AVIS, leader de la location d'automobiles en Europe, s'est joint à la SNCF et la SNCB pour vous faire gagner toujours plus de temps!

NB: This section of the text and the next have been reorganised in the TL, with no information being omitted but presented in a different order: in TT we find theme/ result of preceding information, before rheme/ advertising message about Avis as number one in Europe, by reputation and by association

- loss of adjective *fast* in TT: perhaps i) because only fast on French side TGV and not on UK side
- ST contrast between time gained and potential loss becomes implied conditional form of statement to give similar effect. Also introduction of *énergie* to increase this effect
- phrasal verb *look for* becomes synthetic *dénicher*, which also implies that effort will be required - modulation, modified impact
- modulation of perspective, loss of impact: loss of idiomatic expression, *time* (personified - can) *slip through your fingers*, replaced by active verb, *gaspiller*, of which addressee is subject: index for icon

AVIS, Europe's number one car hire company, has been chosen to develop a car rental service in the French and Belgian stations under the name AVIS TRAIN + AUTO.

Fort de son professionnalisme, AVIS a été choisi pour développer ses prestations au coeur des gares de France et de Belgique sous la marque AVIS TRAIN + AUTO.

- *Fort de son professionnalisme*, explicitation, gain in informativity
- ST indefinite article *a* becomes *ses prestations*, more positive
- in the French and Belgian stations, use of definite article implies only those stations linked to Eurostar service, recalls second sentence, time of 3hrs London-Paris
- *sous la marque* is more precise than the ST term *name*: icon for index ?
- why does TT have *des gares de France et de Belgique* (this implies all stations in each country - sounds far more extensive than simply those linked to Eurostar service, as indicated by SL use of definite article - implied gain in informativity

When you get off the train, just think: AVIS TRAIN + AUTO,

Le réflexe AVIS TRAIN + AUTO dès la descente du train,

- was slogan chosen specially in order to allow use of same form in both languages ?
- transposition: ST imperative form of direct address to target consumer becomes TT statement of fact but with implied imperative force
- again, active phrasal verb *get off*: index, becomes verbal noun, *descente* : icon

and you will quickly be on your way to your destination,

c'est la certitude de repartir sur le champ

- more impersonal form of expression using demonstrative pronoun with verb to be, *c'est*, with no reference to addressee
- single word adverb - quickly, becomes TT adverbial expression, *sur le champ* : icon for index
- also phrasal verb - *be on your way* - translated by single word, synthetic verb, *repartir*
- speech act function of reassurance is reinforced by introduction of *certitude* - gain in impact, d.l.u

in the best possible conditions, at the wheel of your hired car.

et dans d'excellentes conditions, au volant de votre voiture de location

- ST superlative form of adjective conveyed by TT adj *excellentes*
- here TT adopts direct form of address through use of possessive pronoun, 2nd person plural for polite form of address, conforming to ST Speech act form of promise

- transposition for TL acceptability: note SL *hired* (past participle) becomes verbal noun phrase, *de location* : index for index

MYTHS

Time is important (money) - so speed is essential

Immediate access is best because it saves time

Strength in unity (joined forces)

Experience means excellence

METAPHORS

- stay ahead of the clock (= beat the clock, save time) - ref to difference in time GMT/ European Winter time (UK-France/ Belgium) - reinforces myth of need to gain/ save time, time is money

- time as a resource, a commodity that can be held (cf slip through your fingers), grasped, saved or wasted (last two also collocate with money, again reinforcing the myth of time=money)

Impact:

Successful on the whole due to universals of myth and metaphor, despite possible anglicisms due to interference.

There is evidence of attempts to conform to appropriate TL style and syntax, but the apparent need to follow closely the order of presentation of the ST has resulted in some interference from the SL which might suggest that the translator is still operating more at the level of the linguistic approach and has not yet acquired sufficient translation competence to adopt a more functional approach which would tend to excluded instances of inteference.

BARCLAYS II:

Introduction

Although this text pair was supplied by Barclays Bank and it was clearly stated that the source language was English, it is somewhat easier to find evidence to the contrary, given the incidence of inappropriate forms of English at the levels of lexis and style, together with what could be described as expansion in translation, were the source language to be French. However, the analysis has been undertaken on the basis of the status of the two texts as described by the text producer. Several choices at the level of lexis can be attributed to the criterion of appropriacy for language-specific terminology in the domain of banking. The translation was undertaken by native speaker living in London, working for an external agency, and checked by the marketing manager based on his own competence in the TL (level and qualifications of both manager and translator not specified).

The two texts form part of language specific information packs given to interested clients, hence perhaps the justification for the assumed prior knowledge in terms of domain-specific concepts such as “a Trust”, and the awareness that there are differences between Anglo-Saxon and French law in relation to the field of exchange and investments in particular. However, since the information to be transmitted would appear to be targetted mainly at the anglophone businessman who may wish to set up a business venture in France, the validity of the translation exercise may appear somewhat dubious.

LEGAL POSITION - EXCHANGE CONTROL SITUATION JURIDIQUE - LA RÉGLEMENTATION DES CHANGES

Title:

- appropriacy, synonym, *situation* for ST *position* to describe legal status
- appropriacy, transposition: SL *exchange* is mass noun, singular, TT uses count noun, plural
- appropriacy, terminology: *règlementation* instead of transparent but inappropriate *contrôle*
- transposition, acceptability - TL requires a definite article with all nouns for specificity

Restrictions on the transfer of funds from and to France have been abolished with the exception of certain investments involving the control of French companies.

A l'exception de certains investissements visant le contrôle de (sic) sociétés françaises, il n'existe plus de restriction sur les transferts (sic) et les opérations de change en France,

- appropriacy: reformulation of sentence structure to present subordinate prepositional phrase of exception before main clause in TL
- transposition: passive, *have been abolished*, to impersonal (negative), *il n'existe plus* - loss of concept of deliberate act of abolition to more generalised, neutral statement, loss of impact

- appropriacy, change in informativity or simply “variation élégante”? The translator has used *contrôle* (*des sociétés*) , instead of *réglementation*, for the SL noun. *control*. (not clear, see note below)
- synonym : *use of control/ contrôle* , recreates ambiguity. It is not clear from the SL whether the *control* described is exercised by or over the French companies. In the TT, due to rules of TL syntax, the translator should use *des* to give the same ambiguity with regard to agent or object of action implied in the noun *control*.
- Also modulation due to TL syntax, potential loss of ambiguity and/or change of meaning, plus the substitution of *visant* (*aimed at*) for *involving*, (intended synonym?) with a concomitant potential shift in intention, would appear to imply that the *sociétés françaises* are the object of the action of control, not the subject.
- acceptability: TT spelling/ typing error - *transferts*
- explicitation in TT to give more specific information, from transfer of funds to and from French companies, to *les transferts (sic) et les opérations de change en France*. Also, this gives a change/ loss of meaning as could potentially be interpreted as referring only to transactions taking place in France, no idea of movement (to and from) is conveyed by *en*, preposition of fixed location with name of country. Perhaps interference due to wish to respect TL acceptability with regard to this rule of syntax has led to shift in meaning.

There simply remains a requirement to advise the movement of funds between France and other countries when the transfer exceeds FF 50 000.

simplement une obligation d'aviser les mouvements de fonds entre la France et l'étranger quand ils dépassent 50 000 fr.

- coherence: change in sentence structure, more acceptable in TL to have more complex sentences in informative texts: ST divides information into two sentences, TT makes co-ordinating link joined by comma and introduced by *simplement*, following on from *il n'existe plus*.
- implicature through use of synonym: TT use composite *l'étranger*, more economic than ST *other countries*
- transposition: from singular *movement*, to plural *movements*, in accordance with TL terminology/ acceptability.
- explicitation: TT uses anaphoric pronoun *ils* as subject of *dépassent* to refer to *mouvements* whereas ST introduces singular noun *transfer* as subject of *exceed*. Stylistic difference, no loss or gain of information content

If the movement transits by a bank account, it is the bank which is responsible for the formality of reporting, but in an anonymous form.

Si ces mouvements transitent par un compte bancaire, c'est la banque qui est chargée des formalités mais sous une forme anonyme.

- sentence structure retains same order of clauses, conditional then main clause with phrase of opposition at end introduced by *but*
- *mouvements* plural is picked up from preceding sentence in TT, to translate repeated ST singular
- appropriacy: *transitent* - domain specific use in commercial frame, but usually for *marchandises*
- appropriacy: collocation, *chargée des formalités*, not *responsable*
- appropriacy, terminology, singular mass noun *formality* becomes plural *formalités*,

- implicature, loss of specificity, as TT does not indicate *formalités* of what, whereas ST states, *of reporting*
- transposition, acceptability, substitution of appropriate collocation/ preposition in fixed expression, *sous une forme* for *in*

TAX RULES

La Fiscalité

- implicature and modulation, functional equivalent: ST is more specific, as it uses word *rules*, to be applied to an individual, whereas TT refers to tax status/ position, abstract noun for status of the individual vis à vis the law/ tax office: icon for index. Perhaps this reflects the different culture-specific regulations in relation to declaration of income and payment of income tax, as relevant at the time of publication (1992).

A foreigner is taxed in France on his world wide income as soon as he becomes resident in the country.

L'étranger est imposable en France sur son revenu net global dès qu'il fixe sa résidence dans le pays.

- acceptability: ST uses indefinite *a foreigner* for generalisation, whereas TL uses definitive article *l'étranger*
- culture-specific information at time of text production leads to transposition, different syntax although both SL and TL are in fact referring to what happens in the target culture- an example of how world view and experience affects and influences use of language. Difference is in system of collection of taxes: UK, at source, France end of year, declaration: thus ST *is taxed* (i.e. at source) - passive construction, anonymous agent, fact: whilst TT has *est imposable*, not fact of being taxed but of being liable for tax, to be declared by the individual. Overall informativity and impact preserved.
- *global* : literal translation. In the TL this refers, in this collocation with *revenu*, to total, aggregate, income; potential polysemy is created in TL, which is not present in SL, through use of lexis. To achieve greater clarity would have required explicitation, with something like "from all sources". This particular unit gives rise to doubts as to whether English is really the SL, as the reverse would be easier to explain in terms of sign interpretation.
- transposition: ST *becomes resident* implies a change in state of being, no act of intention. TT *fixe sa résidence* is much more specific, explicitation of intention on the part of the foreigner.

The criterium for residence may be any one of the following

Les critères de résidence sont les suivants:

- acceptability and use of loan word: error in ST spelling of loan word, criterion; TT either misunderstands status of *criterium* as plural, or makes what seems a more accurate choice, given that a list follows, thus making *critères* agree in number with list. This ambiguity is facilitated in SL by lack of a marker for number in *may be*, whereas in the TL number is clearly indicated - *sont*
- transposition: shift, change in information: loss of modality of *may*, becomes fact, *sont*: possible misinterpretation on the part of the reader who may take all of the list as obligatory, rather than the requirement for only one to apply from list.

* establishment of the family home in France or of the person's principal place of residence,

* *avoir son foyer en France ou son lieu de séjour principal*

- transposition: ST verbal noun *establishment* implies act of choice, whereas TL perfect infinitive implies completed act.

- coherence: does *foyer* actually convey idea of family home, or just home:

- cohesion: TL can repeat impersonal possessive *son*, instead of SL insertion *person's* but this then shifts the focus from family home to home of the person wishing to do business - however, no loss of information

* exercise of the principal professional activity in France,

* *exercer sa principale activité professionnelle en France*

- transposition, acceptability: SL uses verbal noun *exercise*, where TL uses infinitive, *exercer*

- cohesion: alliteration p/p in both SL and TL

* use of France as the centre of a person's economic or business interests

* *avoir le centre de ses intérêts économiques en France*

- modulation and appropriacy : SL *use*, more active, verbal noun: TL *avoir*, more passive, less action involved. The word *use* seems inappropriate in collocation with the name of a country and suggests again that French was the SL, English the TL, and that the translator was looking for a more explicit and acceptable verb than *avoir*

- paraphrase: modulation in perspective: ST *France as the centre* - function, TT *avoir le centre de ses activités en France* - place

The bank may ask for some proof of place of residence when making certain investments in France

Pour certains investissements, la banque vous demandera une justification de votre lieu de résidence

- change in sentence structure, prepositional phrase first in TT to replace adverbial clause of time in ST. Slight change in intentionality or informativity

- transposition: again, loss of modality of *may*, TT states definitive future simple, *vous demandera*

- appropriacy / terminology: collocate, *justification de lieu de résidence*, not *preuve* for *proof*

-transposition for appropriacy, and implicature: SL *when making certain investments*, becomes TL, *pour certains investissements* - omission of verb through use of verbal noun

In principle, a non-resident is taxed in France on income arising from French sources, but there are numerous cases of exoneration.

En principe, le non-résident est imposé en France sur ses revenus de sources françaises, mais il y a de nombreux cas d'exonération.

- same sentence structure

- intentionality: this time *taxed* is translated as *imposé* in order to convey fact, not describe potential liability, intentionality is preserved

- transposition for acceptability: *arising from* becomes simply *de*

- loan word, interference ? unusual lexis in SL, *exonération*, where one would expect to find "numerous exceptions" or "cases for exemption". Again, this would appear to

be a TL term rather than an SL term. If English is really the SL, then there must have been some interference from TL jargon in producing the ST, and the TT would have benefitted from the possibility for literal translation.

.NON-RESIDENT COMPANIES

Les sociétés non-résidentes

-acceptability: same structure, inversion of adjective/ noun to follow rules for qualification by adjective in TL

In certain circumstances, it may be advantageous for the non-resident to lodge a part of his assets in a non-resident company.

Dans certaines circonstances, il est avantageux pour le particulier de nationalité étrangère de loger une partie de ses actifs dans une société non-résidente.

- same sentence structure

- transposition, shift in intentionality through loss of modality, *it may be* to *il est avantageux*

- cohesion through anaphoric reference: possible loss of specificity or change of informativity: avoidance of repetition in TT leads to redefinition of the *non-resident* as *le particulier de nationalité étrangère*, but do these mean the same thing in this context or indeed in any other ?

- possible faux ami: in the TL the usual verb to collocate with *actifs* (funds, assets) in financial frame/ semantic field, would be *déposer, remettre, confier* .

Our specialists can advise on this matter.

Nos experts peuvent vous conseiller,

- change in sentence structure, paraphrase. Information presented in same order but ST divides information into two short sentences: TT has one long sentence, with second clause being subordinated to first

- implicature: *conseiller* used synthetically to include concept of anaphoric reference made by *on this matter*

It is preferable to consult them before taking up definitive residence in France.

de préférence avant votre installation définitive en France.

- transposition for cohesion within sentence: impersonal construction *it is preferable* replaced by adverbial phrase, *de préférence*

- transposition for acceptability: SL *before* plus gerund rendered by TL *avant* plus verbal noun qualified by possessive *votre*

They will also explain the advantages of using a Trust constituted under a system of Anglo-Saxon law.

Ces mêmes spécialistes vous parleront des avantages du Trust en loi anglo-saxonne

- cohesion: anaphoric reference, *they*, more specific in TT by use of explicitation and deictic, *ces mêmes experts*

- loan word *trust* used in TL for financial jargon

- transposition for acceptability: loss of past participle from ST, *constituted under* becomes *en*:

- synonym: polysemy of TL term, as for SL, which can refer to individual laws or to the legal system, *la loi Toubon* but also *la loi républicaine*. Thus SL *under a system of Anglo-Saxon law*, becomes - *en loi anglo-saxonne*. This gives the effect of

substitution of icon for icon . Will the TL reader understand what, if any, difference of attitude or stance this term implies by contrast with Napoleonic law? Is this an essential item of information which may have required explicitation by means of a translator's note for the non-anglophone reader (TL reader needs not catered for) ?

- synonym: does *parler de* give same impact/ intention as *explain* ?

- transposition leads to implicature and possible gain of impact, in according with TL acceptability, stylistic tendency towards less emphasis on action, more on statement of facts : *advantages of using* : loss of verb of action, becomes *les avantages de*

This can be particularly useful when wishing to leave assets to one's family or to other beneficiaries after death.

particulièrement utile pour préparer votre succession en faveur de votre famille et d'autres bénéficiaires.

- again ST uses two separate sentences whereas TT subordinates second sentence into a relative clause introduced by *particulièrement utile* - transposition but same speech act function of reinsurance

- culture-specific form of presentation of a concept: *leave one's assets to* becomes *préparer sa succession en faveur de* : icon for icon

- implicature with no loss of informativity: ST *after death* is superfluous in TT given semantics of *succession* and in this context

MYTHS:

- Foreign laws and financial systems are complex - the non-national needs expert advice

- The best advice comes from native speakers/ nationals who work for companies based in your home country, who also understand text user knowledge and needs

- Some benefits of the home country system can thus be taken advantage of in the foreign country

All used as basis for both ST and TT

Impact:

Difficult to assess given apparent contradiction of information received and textual evidence arising from analysis of interpretation of meaning. Whichever was the TL, there is evidence, in terms of frequent recourse to transposition and some restructuring or paraphrase of sentences, of competence at the level of acceptability. Certain assumptions are made about TL reader knowledge which it would be difficult to verify from description of strategies alone. There is also evidence of the underlying assumption of shared values and domain-specific myths. Given the domain-specific use of language, much sign-interpretation depends on the substitution of the appropriate terminology at the level of index for index or icon for icon.

If English was indeed the SL, then there is, in the ST, some evidence of TL interference at the moment of production (lexis and syntax) and could be called a hybrid in linguistic terms of use of syntax and lexis, also due to use of impersonal constructions where supposed SL may be expected to use direct form of address (see Barclays I text).

In conclusion, the approach adopted would appear to be linguistic, with due attention to TL appropriacy of style (intertextuality) and use of domain-specific terminology. This approach is broadly successful due to the primarily factual, informative nature of the text.

**PAGE
NUMBERING
AS ORIGINAL**

BARCLAYS I

Introduction:

Both texts are extracts from customer information brochures aimed at people intending to settle in France and wishing to make use of the services of a UK based bank; the brochures were supplied by Barclays European Corporate Department and the translation was undertaken through an external agency, by a native speaker translator who is resident in London. The translation brief included the instruction to respect, as closely as possible, the structure and format of the Source Text, with appropriate adaptation, implicature or explicitation according to target text user needs. Quality control was assumed to be the responsibility of the agency.

We are dedicated to creating a Pan-European culture among our staff by the systematic deployment of people outside their country of origin.

Nous avons entrepris de créer une culture pan-européenne parmi notre personnel en procédant au déploiement systématique de collaborateurs en dehors de leurs pays d'origine.

- modulation: statement of fact with verb *to be*/ Present tense/ plus pp adj, replaced in TT by statement of positive action in TT using Passé Composé
- loss of impact of word, *dedicated*, replaced by more generic past participle, *entrepris*, statement of promise/ intention to act is replaced by descriptive verb, less impact, also loss of potential connotative value of dedication/ professionalism/ commitment to customer: index for symbol (SF.nc. SY-In)
- transposition: ST uses *by* + verbal noun deployment, TT introduces verb, present participle form but functioning as gerund, *en procédant*, stressing action, same impact

Thus in many Barclays branches throughout the European Community you will find people from many of the other countries in the Community.

Ainsi, dans les nombreux bureaux et agences Barclays de la CE, vous trouverez des employés provenant des autres pays de la Communauté.

- transposition - shift in information: *les nombreux bureaux* is definitive whereas *many* implies a large number but not all
- TT is more specific, *bureaux et agences*, ST only speaks of one type of operation:
- more generic, *people*, is replaced in ST by specific *employés*
- repetition of *many* in ST is avoided in TT again by partitive *des* - loss of cohesive device

Thus, for example a German company operating in any other Community country may have access not only to Barclays staff who speak German but, if necessary, to German staff

Des sociétés allemandes actives à l'étranger n'y trouveront donc pas seulement des interlocuteurs qui parlent allemand mais également des personnels de nationalité allemande.

- loss of introductory, *for example* (cohesive device)
- ST gives random example in singular, TT refers to a (plural) large number: change of informativity

- *any other Community country* is not the same as *à l'étranger* - ST is more precise, loss of informativity
- transposition leads to modulation of perspective: *trouver* of TT is more passive, less interactive than *have access to*
- modulation: *if necessary* puts restrictions on accessibility, whereas *également* implies equal importance/ access - modified informativity
- transposition of forms, not necessarily for TL acceptability, change in informativity and perhaps in authorial intention: *des personnels*, instead of *du personnel*. (normally a mass noun). This may intended to refer to groups/ units of staff in different branches as count nouns.

Those deployed abroad bring to bear on any problem useful knowledge of business in their own country

Ceux-ci sont affectés à l'étranger pour mettre à contribution leurs connaissances des pratiques de leur pays d'origine.

- structure of ST does not bring out purpose in same way as does TT - more factual
- *connaissances des pratiques* is not as specific as *knowledge of business* : implicature may lead to loss of informativity

They also help to broaden the knowledge and perspective of colleagues from other countries alongside whom they work.

(xxxxxx)

- loss of information, speech act of information omitted

Opportunities and threats:

Opportunités et Menaces:

- neologistic use of *Opportunités* as used in SL - this is due to interference on a wide scale, in different media, in the French speaking world, also perhaps to specific translator profile, resident in the UK.

The old saying that one man's floor is another man's ceiling sums up the situation facing businesses as the advent of the Single Market gets nearer. What brings an opportunity for one business brings a threat to another.

L'ouverture du Marché Unique représente un changement majeur et peut être interprété (sic) à la fois comme une menace et une opportunité.

- loss of idiomatic expression. TT translates underlying content/ meaning of surface form: index for icon
- synonym leads to potential shift in meaning, as it is not clear from the TT whether the *changement* is a threat and/or an opportunity to the same or to different people
- again, neologistic use of *opportunités* for *opportunities*

The opportunities that the changes will give are many and in most cases obvious.

- Omission/ not translated in TT: informative function lost

There will be the freedom to operate in any European market which you choose.

Les entreprises seront libres de travailler sur les marchés européens de leur choix.

- modulation: shift in form of address from direct, *you*, to more impersonal presentation of information by personification of *les entreprises*

- transposition - TL stylistic appropriacy, verb, *you choose*, becomes noun, *de leur choix*
- transposition: noun, *the freedom* becomes adjective, *libres* - TL acceptability within rest of sentence structure
- *sur les marchés* is more comprehensive and implies collectivity, whereas *any that you choose* is more specific, range of choice but still selection, not all

You will be able to sell your goods and services in this vast new Single Market with less and less hindrance from national regulations governing standards, quotas, capital movement and red tape.

Elles pourront vendre leurs biens et services sur un vaste nouveau marché avec de moins en moins de contraintes sur le plan des réglementations, des quotas, des normes, des mouvements de capitaux, etc

- continuation of personification of *entreprises*, anaphoric reference by means of pronoun, *elles*, for cohesion
- deictic *this vast new..* becomes indefinite, *un vaste nouveau.....* transposition, loss of impact
- transposition, for TL acceptability, *hindrance*, singular abstract concept, becomes more objectified as perceivable units, *contraintes*
- transposition; (*hindrance*) *from* becomes *sur le plan de*, shifting link from actual obstacle to broader frame of level of interference: for TL acceptability
- loss of concept of (different) national regulations
- note singular mass noun *capital* becomes plural count noun *capitaux* : explicitation for TL acceptability, index for index
- concept of *red tape* - omitted both in form and content: loss at the level of symbol, substitution of concept of norms, change in informativity

The laws and directives of the Community will be there to help you should obstacles be placed in your way.

(xxxxxx)

- loss of additional promise of service/ help, reduction of marketing message impact
- loss of speech act function

There will also be the opportunity to run your business more efficiently as the liberalisation of services, particularly banking, transport and insurance, should ensure that the best products at the keenest prices are available in all corners of the Community.

... Il sera également possible de conduire des affaires plus efficacement grâce à la libéralisation des services, en particulier les services bancaires, l'assurance et le transport, ce qui facilitera la distribution des meilleurs produits aux meilleurs prix dans tout l'espace européen,

- ST and TT both use impersonal form to present services, SL is more positive, *opportunity*, TL less specific, *possible*: same speech act function, different language unit, modified impact
- ST has idea of causality/ reason - as + noun + vb TT defines this causality by *thanks to* plus noun
- the has to introduce relative clause, *ce qui facilitera*
- ST uses *best/ keenest*, whereas TT uses same adj for both - collocations or desire for reinforcement through repetition ?

- fixed expression to note, *l'espace européen*: a frequently used term (icon) in the TL, for which there is a need for a standardised SL comparable unit. Icon for index

And it is worthwhile stressing again that a united Europe is not a uniform Europe.

Il est inutile de souligner qu'une Europe unie ne signifie pas une Europe uniforme.

- transposition, negative, *inutile*, for emphasis: TL acceptability, appropriacy for purpose of emphasis

- loss of *again*, cohesive device for further emphasis

- synonym: use of more precise verb than *vb to be*, *signifie*, to bring out underlying intention: TL acceptability

- literal translation, allows similar play on homophone of different morphemes: uni-(e)/ uni- (forme): same in SL as in TL because both based on use of Latin etymology/ root

The ability to sell goods in, say Greece or Portugal, may be of little use unless you have at least a basic grasp of the culture, tastes and language there,

L'aptitude à vendre des marchandises en Grèce ou au Portugal, par exemple, ne peut être pleinement exploitée sans une connaissance au moins élémentaire de la culture, des goûts et de la langue de ces pays,

- ability in this context should refer more to possibility, opportunity, not personal capability, given the collocative use with "be of little use" and in contrast with list of personal skills required in second half of sentence: incorrect choice based on primary meaning, not meaning in context

- transposition: negative for emphasis, *ne peut .. sans* to translate modal *may be of little, unless*

- modulation: ST direct address, *you*. becomes totally impersonal TT *sans une connaissance*, from addressee plus verb of knowing to essentials, *sans* plus noun, *connaissance*, TL appropriacy

- *there*, deictic of place, becomes expanded anaphoric reference, *de ces pays*

which may have a profound influence on demand in the local market.

car ce sont autant de facteurs influant sur la demande locale.

- transposition, modulation of perspective: avoidance of modal *may*, use of positive, *ce sont* with cataphoric function of reference to *facteurs*

- synonym, transposition: ST noun *influence* becomes TT present participle, *influant*

- why ? Is this interference from SL syntax/ style ?

- implicature: *demand in the local market* becomes simply *demande locale* : icon for index

MYTHS:

Localisation leads to improved performance

Culture and Language specific knowledge are essential to intercultural communication

Native speakers have best knowledge of a market

Impact:

Text function is informative, TT shows some loss of impact through loss of information (including omission) but mainly effective, although more due to

information content and context of use than to TL style and expression. Underlying myths lend coherence to TT as to ST.

The overall approach adopted is broadly linguistic, with transfer at the level of individual signs. Since the main focus of the text is informativity, without any particular attention to stylistic mechanisms or sign-function to create effect, acceptability is generally achieved and so is appropriacy for text type and terminology. The global impression is one of a successful TT but with some loss of informativity.

CHRISTIAN IRELAND:

Introduction

These texts were supplied by the Irish Tourist Board, in the form of a folding pamphlet with a lot of information and a few sketches. The intention appears to be to give a large amount of information about the history of the country, on the assumption that this is what will attract the tourist.

The only information available about the translator was that the work was undertaken by an agency translator. It was not possible to ascertain whether the translator was a native speaker or not, nor what the brief had been, other than that all information was to be reproduced in the TT as this was the main function of the text for the intended TL reader. Quality control was implemented by the agency.

Christian Ireland **L'Irlande Chrétienne**

St Patrick may not have been the first to have brought Christianity to Ireland in the 5th century

Peut-être St Patrick n'est-il pas le premier à avoir introduit le christianisme en Irlande, au 5e siècle (sic)

- transposition for acceptability: TL deals with modal *may have been* by *peut-être* plus present plus perfect infinitive: temporal element is thus recreated
- explication, *introduit en* is more specific than *bring to*, also more accurate
- acceptability: spelling mistake in TL *siècle* instead of *siècle*
- culture-specific reference to St Patrick - no help for TL reader: his importance as the patron saint of Ireland is assumed to be known to the TL reader. It is usually appropriate to naturalise the names of saints to the TL, especially for French-speaking countries where Catholicism is quite likely (but not always) to be the dominant form of Christianity.

but he can take most of the credit for having converted the Irish from their paganism to the new faith

mais on peut lui attribuer presque tout le mérite d'avoir converti les Irlandais païens à la nouvelle foi

- modulation: more impersonal, *on peut lui attribuer* instead of more subjective, *he can take*
- acceptability: shift from contrast between two nouns, *paganism and faith*, to TT subordination of first noun to post-posed adjective describing *les Irlandais - païens*. Substitution of index for icon, loss of impact

in such an obviously diplomatic way that not a drop of martyr's blood was spilled.
d'une manière si adroite que pas une goutte de sang martyr ne fut versée.

- synonym, shift of meaning: *adroite* has denotative primary value of *skilful* in general sense rather than *diplomatic*, which implies tact in handling people. Hence ST brings out aspect of meaning which is not present in TT and loses another aspect.
- appropriacy: note use of *Passé Simple* *ne fut versé* to conform to narrative style

By the year 500, the diocesan system of church organisation which he had introduced was gradually replaced

Vers l'an 500, le système d'organisation ecclésiastique diocésain qu'il avait établi fut progressivement remplacée

- transposition of adverb of time, *by* becomes *vers* : difference in representation of time scale and sequence of events : *By the year 500*, means before this time, whereas *vers* is a more approximate location , around that time
- otherwise sentence structure is the same

by monasteries which sprang up over many parts of Ireland

par des monastères qui se répandirent dans de nombreuses parties de l'Irlande

- synonym, acceptability: pronominal replaces intransitive verb

and soon became the great fosterers of literature, art and architecture from the 6th century onwards.

et devinrent bientôt les grands promoteurs et nourriciers de la littérature, de l'art et de l'architecture.

- modulation: ST has co-ordination of two actions, whereas TT subordinates first action into a relative clause
- explicitation: - *fosterer* : two nouns have been used in TT to convey all aspects of implied meaning, perhaps unnecessary additional information
- loss of informativity, omission of date, *from 6th Century...*
- acceptability: use of definite article in TL (*les grands promoteurs*) should be supported by further information to specify concept of superlative implied by this use

It was from these monasteries that missionaries departed on pilgrimage into voluntary exile,

C'est de ces monastères que des missionnaires partirent en pèlerinage, en exil volontaire,

- slight modification of intention: effect of comma after *pèlerinage* in TT is to establish correlation of equation between *pèlerinage* and *exil*, or even that they did one or the other; in ST *on pilgrimage* gives form of travel, whilst *into exile* gives idea of purpose

to preach the gospel to the heathen, and to re-introduce the Christian message to parts of the European Continent

pour prêcher l'Evangile aux païens, et réintroduire le message chrétien dans les endroits du continent européen

- same sentence structure, same effect/ impact of message - idea of intention, purpose plus location of enactment of purpose

where a nascent Christianity had largely been wiped out

où le christianisme naissant avait été anéanti

- change of informativity: loss of adverb, *largely*, changes meaning/ emphasis
- appropriacy: loss of more formal register by loss of (loan) word of Latin origin, *nascent* which is clearly marked in SL, substitution of less marked word in TL.

by the westwards movement of the Germanic tribes.

par le mouvement vers l'ouest des tribus germaniques.

- acceptability: single word adverb *westwards* replaced by adverbial phrase, *vers l'ouest*, icon for index
- acceptability: lower case letter for adjective of nationality

Practically nothing remains of these early Irish monasteries during the first century of their flourishing existence.

Pratiquement rien ne subsiste de ces premiers monastères irlandais qui prospèrent (sic) tant durant le premier siècle de leur existence.

- transposition, acceptability: emphasis by use of negative, but also negative required by rules of syntax, *rien ne*:
- acceptability, loss: error in writing of Passé Simple of *prosperer*
- transposition from adjective to relative clause, loss of impact, *flourishing* translated through relative clause, *qui prospèrent*
- synonym: *premiers*, for *early*, same impact

But from about 600 onwards, we still have a remarkable number of manuscripts

Par contre, est parvenu jusqu'à nous un nombre remarquable de manuscrits, remontant au 7^e siècle,

- modulation: *have* is statement of fact, whereas *nous est parvenu* describes act plus implies difficulty, emphasises survival
- appropriacy, modulation of temporal perspective, shift from starting point of time to retrospective view, going back to: however, some loss of precision, as *remontant au 7^e siècle* is not as accurate in terms of indication of duration or starting point as *from 600 onwards*

which emanated from their scriptoria,

qui émanaient de leurs scriptoria.

- loan word: parallel use of Latin term plus verb having Latin root, in SL and TL: register preserved, also effect of mediocrity through link with Latin

and which demonstrate such a depth of learning on the Bible and other religious texts
Ces ouvrages témoignent magnifiquement de la profondeur de l'enseignement que les moines tiraient de la Bible et d'autres textes religieux,

- cohesion to link different sentences in modified structure; ST continues coordination of information in two parallel relative clauses whereas TT starts new sentence with anaphoric reference, *ces ouvrages*
- gain in style and informativity: insertion of *magnifiquement*, not present in ST
- modulation, change of informativity: *l'enseignement ... tiraient de la Bible* may not have same implications as *learning on the Bible*. TL implies sources of learning (ie from), SL implies information about the Bible and other texts. Possible confusion due to polysemy of *de* to cover both of these SL concepts in TL: interpretation reinforced by use of *tiraient* and syntactic requirement to be followed by *de*.

that we can easily understand why so many students came from Britain and France to study at the feet of Irish scholars.

si bien que nous comprenons sans peine pourquoi tant d'étudiants arrivèrent de Grande Bretagne et de France pour étudier sous la conduite des savants irlandais.

- transposition: same effect, slightly different structure, of clause of result: such.... that, ... si bien que

- transposition, acceptability: single word advb *easily* becomes adverbial phrase, *sans peine*
- acceptability: why not use the definite article with names of countries in the TL - is this interference from SL ?
- modulation: explicitation of expression/ metaphor, *at the feet of*, becomes, *sous la conduite de* - is this a fixed expression or does it indicate a translation of SL paraphrase, core meaning *under the guidance of* from SL ? Different perspective, index for icon

From the 7th to the 9th century, the monasteries also produced masterpieces of the illuminator's art and,

Du 7e au 9e siècles, les monastères produisirent également des chef-d'oeuvre (sic) d'art de l'enluminure et,

- acceptability: plural of *chef d'oeuvre* should be *chefs-d'oeuvre*

even if we cannot say precisely where they were written,

bien que nous ne puissions dire précisément où ils furent écrits,

- transposition for acceptability: SL has Present indicative, TL has Present Subjunctive after *bien que*

two of the most famous of these are preserved in the Library of Trinity College, Dublin

deux des plus célèbres d'entre eux sont conservés à la Bibliothèque de Trinity College, à Dublin.

- culture specific references assume reader knowledge of geography and understanding of function of Trinity College in SL culture, not to be confused with *collège* in TL culture; perhaps a note for the non-anglophone TL reader may have been useful

the 7th century Book of Durrow and the early 9th century Book of Kells,

Il s'agit du Livre de Durrow, datant du 7e siècle, et du Livre de Kells, datant du début du 9e,

- acceptability: SL can simply place information in apposition, TL requires explanatory, *il s'agit de*
- again, culture specific references are not explained or annotated for the TL reader, who may not realise whether Durrow and Kells are names of people or places, even if he or she knows that the use of capital letters implies one of these. Assumed intertextuality.

the latter being perhaps the most intricately decorated codex to survive anywhere in Europe from the first millenium of Christianity.

ce dernier étant peut-être le seul manuscrit à la décoration aussi sophistiquée qui subsiste en Europe du premier millénaire du christianisme.

- transposition for acceptability: *the most to survive*, translated in TL by superlative plus relative clause with subjunctive
- cohesion: deictic repeated, *the latter, ce dernier*

Working in close proximity to the scribes were bronze and goldsmiths,

Dans le proche entourage des écrivains travaillaient aussi (bronze/ des) les orfèvres,

- loss of information: ST specifies *bronze* and gold, whereas TL *orfèvres* refers in fact to gold and silver smiths, therefore loss plus inaccuracy
- transposition, modification, possible gain in impact at the expense of accuracy: use of definite article in TT implies that these were the only ones of those times, whereas partitive *des* would have more accurately conveyed information of SL, which has no definite article therefore partitive in function
- appropriacy, change in word order with verb placed next to subject

whose brilliantly ornamented products - such as the chalices from Ardagh and Derrynaflan - are preserved in the National Museum in Dublin.

dont les oeuvres magnifiquement ornées - tels que les calices d'Ardagh et de Derrynaflan sont conservées au National Museum de Dublin.

- sentence structure same
- culture-specific references: same comment as before regarding place names
- why not give translation couplet for name of museum:: is this word sufficiently transparent for TL monolinguist ? Or is this to aid recognition of the place when visiting: index for icon

MYTHS:

The Christian ethic is all-pervading in Europe

Ireland as a Christian, Catholic country

(NB: Ireland = Northern plus Eire or just Eire ?)

Warmth and friendliness of locals

Historical information is of interest to the tourist

Values

Longstanding traditions are of value

Impact:

Generally adequate transfer of effect and information, although some culture-specific information not explained for non-anglophone or non-expert reader, thereby some loss of value of these references. Apparently a direct transfer of units of lexis, syntax and even sentence structure, also of myths and values which underpin the ST, rather than considering TL style, reader needs and cultural knoweldge.

The approach adopted is broadly linguistic. Overall, an adequately functional TT but lacking in credibility as a TL text. General text structure, mirroring of SL syntax and lexis, and lack of explication for TL reader needs would tend to imply that the translator was not a native speaker of the TL.

CLERMONT:

Introduction

These texts were obtained through an academic contact living in the area. The TT was produced by a free-lance translator who was a native-speaker of the SL and no quality control was undertaken. The texts appeared in a glossy folding brochure produced by the regional tourist board and available in tourist information offices. The Source text style is typical of this text type for the SL, with descriptive, rather poetic imagery, based on assumptions of cultural knowledge (historical and local) and of a shared perspective in relation to the function and format of such texts.

Fr: 7 idées pour vous séduire:

interpellative and personalised/ personified in two senses; i) addresses reader in 2nd person plural form, which can also be read as polite form of singular. ii) thus ideas become implied personified subject of infinitive.

The two actors (addressee and ideas) are linked by a sense of interdependence as well as one of purpose, of implication of specific choice on the part of the text producer in order to tantalise the reader; hence, by extension of this implication, almost the hint that these attractions exist solely for the purpose of delighting the tourist. Also, note use of vocabulary of seduction, rather stereotypical use of particular lexical field to conceptualise a particular approach based on cultural perception of national character and positive connotation of word "séduire" based on collective cultural consensus through the world of art (encompassing literature, painting, and even gastronomy), so that this word can be interpreted in the wider context of the delectation of the senses, rather than the more narrow one of pejorative sexual associations which would be prominent in the TL. Also note presentation of events/ places having an effect on the addressee, of the latter being exposed to an experience which will mark him in some way. A nominally-dominated form of structural and conceptual approach, stressing results rather than action (nb; implied passive reinforces this: vous serez séduit(s) par ces idées)

Eng: 7 ideas to explore

interpellative, personalised only in that there is an implied but missing subject, second person "you", which could be read as singular or plural, ie "7 ideas (for you) to explore". Similarly to ST, there is the idea of purpose in the word "for", but in the TT the addressee is also the implied subject of the invitation to action contained within the infinitive "to explore" so that in the TT the person being addressed is more the actor than the affectee, in control rather than being swept along by events, choosing to acquire experience rather than being influenced by it. A verbally-dominated structural and conceptual approach (you can explore these 7 ideas).

Devices:

- substitution of metaphor involves different lexical fields, lexis of seduction vs that of action; however, similar impact for text user
- acceptability: transposition from deep structure of passive vs active

- modulation of perspective: shift from personification to verbalisation
- appropriacy for text type: specificity vs ellipsis
- icon for icon

Thus, even in such short titles (5F:4E words) there is evidence of a difference in approach to the presentation of the same intentions on the part of the text producer: to attract attention, to inform and to whet the reader's appetite for further information

Au coeur de l'Auvergne et de ses parcs naturels, Clermont-Ferrand constitue le centre
Situated in the heart of the Auvergne and its Natural Parks, Clermont-Ferrand is the centre

- sentence structure same in terms of order of information
- transposition of verb of location in according with TL conventions:
- acceptability: use of capital letters - why shift from lower to upper case for *parcs naturels* - *Natural Parks*, unless perhaps this was also translated into German and thus there is interference? Is the assumption that the term Natural Park has a value as a unit in the TL, or is this an example of substitution of index for icon through false analogy and inaccurate observance of TL conventions with regard to capital letters and place names ?

d'une région aux milles facettes qui possède tous les atouts pour vous séduire.
of a region blessed with such a variety of attractions you are sure to find something to please.

- change of descriptive imagery, from that of a precious stone (*1000 facets*) to that of standard tourist guide, probably by analogy with the set phrase *tourist attractions* which is used to translate *atouts* ; here there is a loss of the associated (SL culturally popular) imagery of game of cards: trumps = advantages
- explication: description of state or quality: from ST possessive prepositional phrase *aux mille facettes*, to TT pp + preposition, *blessed with a variety of attractions*
- modulation: change from personification of région which is subject of *séduire* (recalling title lexis + rhetorical device) to personalisation of approach, (cf title) *you* as subject of verb to be + adjective + infinitive
- appropriacy: shift from more elaborate SL style to descriptive but plainer TL style, however some evidence of SL interference eg. *blessed with*

Né au 17e siècle de l'union de Clermont, cité épiscopale, et de Montferrand, ville comtale fondée au 12e siècle, Clermont-Ferrand possède un passé prestigieux.
Clermont-Ferrand has a highly prestigious ancestry, being born in the 17th century of the union between the cathedral city of Clermont and the earl's seat of Montferrand

- mainly a literal translation of SL signs, at the level of index rather than symbol
- appropriacy - sentence structure changes, with inversion of order from Fr: subordinate introduced by pp to Eng: main clause followed by subordinate relative clause introduced by present participle (inappropriate tense).
- synonym: change from *passé* to *ancestry*, inappropriate personification of city as having ancestry rather than past, probably chosen to reinforce metaphor of marriage/birth: symbol for index
- *possède un passé prestigieux* : cohesion, loss of alliteration in TT

- transposition: shift from adjective derived from name of person/function ie *évêque/bishop*, to adjective derived from identifying feature for a non-Catholic country, also more common in TL which derives description direct from Latin *cathedra*, ie refers to seat of (religious) office, not directly to person in his religious function. Also a culture-based reference, an attempt to adapt to TL cultural conventions; icon for icon
- problem with translation of *ville comtale* : SL syntax allows this adjectival use which TL syntax does not: translator needs to find synonym and acceptable TL sign to render this: the result is an apparently indexical sign which does not have symbolic value and is not appropriate for TL conventions.
- also problems of cultural conventions for titles, honorifics and administrative organisation. Choice of *Earl* shows lack of cultural awareness of TL, in that *comte* can also be translated as Count, and the home town or city of a Count can become the county seat (cf *comté*)
- loss of informativity: omission (deliberate or not ?) of item of information, namely that it was founded in the 12th C.

Du haut de l'ancien volcan sur lequel a été édifée la ville ancienne, la Cathédrale se dresse majestueusement, dominant la plaine environnante et offrant un panorama unique sur les Dômes.

High on the ancient volcano which is home to the old city, the Cathedral reaches up in majesty to dominate the surrounding flatlands and offer a unique panoramic view of the Dômes.

- lexis, literal translation, faux ami, *ancien* translated as *ancient*, when in fact appropriate collocation here would be *extinct* or *former*. Should have been guided by position in French before noun, which usually indicates English use of "former/ previously but no longer", whereas post-position of adjective in French normally indicates meaning "old/ancient" , as in "la ville ancienne"
- cohesion: continuing the shift to more personified image of city, evoked by use of word *ancestry*, TT gives for relative clause *sur lequel a été édifée* another relative clause using *home*: in same vein
- modulation: whereas in the ST the Cathedral *se dresse* ie is profiled against the skyline/ stands/rises up (factual description of state), in the TT the Cathedral too seems to be personified so that it *reaches up*, seeming to play an active role.
- transposition, modulation: the concept of action is furthered by the idea of purpose of the action, followed as it is by two co-ordinated infinitives *to dominate....and offer* whereas the ST continues the descriptive form by use of two parallel and co-ordinated present participles presented in apposition to the main verb, *dominantet offrant*
- transposition, acceptability: an apparent reversal of SL/ TL language conventions, with a shift from adverb *majestueusement* to an adverbial phrase *in majesty*. Is this an example of interference ?
- transposition for appropriacy: shift from singular to plural *la plaine* to *flatlands* - deduction, perhaps due to influence from German/ Dutch?
- explicitation: lack of direct equivalent necessitates expansion: *un panorama* becomes *panoramic view* , conforms to TL lexis for texttype, sign function change from icon to index
- culture specific references: lack of consideration of TT reader, unless there is an assumption that the reader will be in the region and will know of all landmarks/ sites

being described, hence no attempt to give additional information in TL concerning *les Dômes*

Le marché Saint Pierre, le jardin Lecoq et ses parterres multicolores, apportent une note vive et contrastée aux imposantes demeures de la vieille ville

The Saint-Pierre market and Lecoq gardens with their colourful plantings contrast vividly with the imposing mansions of the ancient city.

- cohesion, inaccuracy: pronoun *their* in TT is misleading, since in SL the possessive pronoun refers to a singular subject (*ses* = *jardin Lecoq*). Perhaps an attempt to make the pronoun plural as it refers to a plural noun?

- loan word: *plantings* seems like an attempt at a neologism, rather like an analogy with the way in which the SL has created a noun from a combination of the verb, to park and the adjective, parking (le parking = parking place): thus *plantings* would seem to be a neologism, following the same process as "parking" but re-applied within conventions for TL acceptability, incorporating the need to make this new noun plural by the addition of an "s". Also an attempt at economy, by the avoidance of having to expand *parterres* to bring out the concept of "flower-beds/ grounds planted with flowers" inherent in this word. Attempt to use a loan word iconically, not to be recreated in TT

- paraphrase for appropriacy: *apportent une note vive et contrastée*: attempt at economy, no loss of effect, merely stylistic difference

- literal translation of lexis instead of searching for appropriate synonym: again, misuse of *ancient* to translate *vieille (ville)*: Elsewhere this is translated as the *old city*, so this may reflect a desire on part of translator to respect the French stylistic need for "variation élégante", but shows lack of adequate TL reference to degree of differences in meanings between *vieux / old* and *ancien/ old, ancient*

et on ne manquera pas d'admirer la Basilique Notre-Dame du Port, chef d'oeuvre de l'art Roman au cours d'une des visites organisées par l'Office du Tourisme.

Be sure not to miss the superb basilica, Notre-Dame du Port, a veritable masterpiece of Romanesque art which can be seen on one of the tours organized by the Tourist Office

- paraphrase to bring out information: different sentence structure; ST coordinates two parts of a longer sentence with *et*. TT begins new sentence for new injunction

- appropriacy: ST adopts third person singular *on* for rather emphatic command in form of negative impersonal imperative, *on ne manquera pas*, whereas TT begins new sentence with direct imperative in second person (sing or pl)

- also, Speech Act change appropriate for TL text type: ST invites positive emotive response *admirer*, whereas TT warns against action of omission, ie addressee should be in control of actions, *be sure not to miss*

- addition of stylistic emphasis: collocation *veritable* with *masterpiece*

Mais (1) il faut (2) se perdre dans les ruelles (3) du vieux Clermont, (4) plonger ses doigts (5) dans l'eau fraîche (6) des nombreuses fontaines (7) qui parsèment (8) la cité (9) et (10) se laisser aller (11) à flâner place de Jaude (12) pour approcher (13) l'âme de la ville (14).

The best way (2) to get near to (13) the real Clermont (14) is, however (1), simply (15) to saunter down the winding streets (3) of the old town (4) and (15) dangle your fingers (5) in the cool water (6) of one of the innumerable fountains (7) before (16) strolling around the Place de Jaude (12).

NB: numbers refer to equivalent unit of ST, with 15 and 16 indicating additions in TT not found in ST

- paraphrase of sentence structure, with some additional information:

Although the TT finds a way to include all ST units, this is done by virtue of a very different sentence structure:

i) transposition: co-ordination of actions in ST dependent on *il faut* becomes a sequence of events, probably following geographical progression on foot, in TT:

ii) appropriacy: the purpose is stated at the end of the list of actions in the ST whereas in the TT the purpose is stated first, to define aim before launching into description of how to achieve this.

iii) cohesive devices in ST are coordinating *et* together with infinitive form of verb, maintaining a more impersonal approach of listing actions; whereas in TT actions take form of imperative, to be undertaken by the addressee already implicated by means of the title, also reinforcing thereby promise of said title re exploration. Furthermore, in TT the sequence of events is linked by means of *however, simply, and, before*, thus introducing variety of relationships between actions and addressee, rather than a simple list of co-ordinating acts of equal value.

- acceptability: *qui parsèment la cité*: insertion of relative clause following restrictive *des*. Why is there no equivalent relative clause following the definite article, *the innumerable fountains* ?

- transposition for acceptability: impersonal use of *il faut*:, verb of obligation, becomes statement of fact, thus change in Speech Act from imperative to informative: *the best way*

- explicitation: *ruelles*: expansion to past participle as adjective + n, to bring out full image - *winding streets*

- *l'âme de la ville* : philosophical image of town becomes more prosaic, description, more like tourist guide jargon for TL: *the real Clermont* : index for symbol

- transposition of name of Clermont and of the word *town*, from *le vieux Clermont* which would normally be *the old town* to *the real Clermont* for *l'âme de la ville*

- nombreuses (positive image) becomes more emphatic with negative, *innumerable*.

- modulation: change of focus: *se perdre dans* - becomes *saunter down*: shift from idea of wandering aimlessly to concept of leisurely walk/ manner of walking rather than direction taken. Perhaps because the translator wished to reserve *stroll* for "flâner"

- synonym: *plonger* is more positive action than *dangle* - problem of lexis/ inappropriate choice or lack of awareness of full value of *dangle* vs *dip*. Incorrect indexical equivalence

A quelques minutes du centre, le site de Gergovie vous fera revivre l'émotion de la bataille livrée par Vercingétorix et vous permettra d'observer un panorama exceptionnel sur la ville et la campagne environnante.

Just a few minutes out of the centre, Gergovia is worth a visit not only as the site of the historic victory by Vercingétorix over Julius Caesar, but also for its incomparable view over the city and the surrounding countryside.

- paraphrase with change of emphasis in accordance with TL conventions: TT is more emphatic in opening phrase, having addition of *just (a few)* whereas ST merely states *à quelques minutes*. Reason - reassurance that not too much effort will be involved for the active addressee
- cohesion, emphasis: ST, 2 clauses having *Gergovie* as subject are coordinated, linked by *et*: TT, two adverbial clauses of reason modify main clause and are stressed by coordination, "not only..... but also " with explanatory *as....for*
- cultural references: explicitation: *over Julius Caesar* - to clarify/ set reference in context
- appropriacy: again, shift from emotional response to more prosaic approach requiring action from TL addressee, from *vous fera revivre l'émotion* to *is worth a visit*

Clermont-Ferrand est aussi le point de départ idéal pour de nombreux circuits. Des excursions d'une journée ou d'une demi-journée vous permettront de découvrir les sites les plus prestigieux d'Auvergne, les volcans et les lacs, les villes et châteaux qui font la fierté et la renommée de la région ainsi qu'une gastronomie chaleureuse et conviviale.

Clermont-Ferrand can also form the starting point for a number of tours to some of the most interesting tourist attractions in the Auvergne. Easily accessible by whole or half-day excursions these include lakes, volcanoes, towns and castles, which are all sources of pride and fame for the region, not forgetting the warm and hearty local cuisine.

change in intentionality: tone: ST is more directive, TT offers choice: *C-F est le point de départ*, whereas TT says *can form the starting point*

- synonym: lexis: would we say *tour*, or *visit* ? Tour has different connotations in TL, not usually for a day trip but for something more extensive
- synonym: inappropriate collocation: *Hearty* collocates with meal but not usually with cuisine.
- synonym : *local* + *cuisine*: - why not regional, since text is presenting lthe Auvergne as a region ?
- cohesion: In ST *excursions* are the subject of the main clause, whereas in the TT they are subordinated to the role of enabler/ adverbial phrase of manner, with subject being anaphoric reference to *attractions*
- appropriacy, transposition: ST co-ordination in last sentence with *ainsi que* becomes less formal, takes on form of direct address in TT *not forgetting*

However, in contrast, the direct address of *vous permettront* is lost in the more impersonal form of passive in, *Easily accessible...these (attractions)*

Overall:

ST: Typical tourist guide discourse, lofty, quasi-literary style with poetic imagery: "passé prestigieux", "majestueusement", "imposantes demeures", "l'âme de la ville"; with implied or actual superlatives, "panorama exceptionnel", "départ idéal", "les sites les plus prestigieux". Mainly directed at 2nd person singular, apart from impersonal "il faut"

TT : mix of different registers, from lofty, quasi-literary "reaches up in majesty" , to more familiar "dangle fingers...the real Clermont (NB - American influence here?). Apparently translated by non-native speaker who is not aware of full value of certain words in TL and who did not use dictionary to best advantage. However, some awareness of need to personalise, to address reader, and of some fixed expressions for the genre "worth a visit", "the best way to", "you are sure to find", "not forgetting"

Myths:

ST:

- seduction of visitor/ romantic attraction to beauty
- assumption that tourist will be aware of importance to France of historical dates/ events
- reference to culinary delights as alternative means of seduction

TT:

- tourist as explorer
- need to please tourist rather than seduce - i.e. to fulfil expectations of interest and pleasure for aesthetic rather than physical senses
- reference to culinary delights of source culture

Values:

- value of historical sites/ places in terms of interest to visitors and quality of life of a given place
- importance of food within the SL cultural context and as part of the tourist experience

Impact:

Over-elaborate TL style with evidence of SL interference, resulting in inappropriate TL lexis and expression. Text function will be clear but style and use of language detract from overall impact.

**PAGE
NUMBERING
AS ORIGINAL**

EFMA

Introduction:

the texts are taken from a brochure produced by EFMA for a conference to be held in Paris in 1994. Apart from a front page image of the sea dashing against the rocks, with a ship's wheel superimposed over this, the rest of the brochure consisted solely of written text. The ST and TT follow the same lay-out .

The ST was produced by a marketing agency in Paris, which undertook the commissioning of the translation - it is not known whether this was by a native speaker - and the agency was also responsible for quality control.

Tenir le cap

Holding Course

- navigation metaphor maintained in TT: icon for icon
- transposition for acceptability: SL infinitive translated by TL gerund

C'est dans un context économique difficile, lourd d'incertitudes,

It is in a context of economic difficulty, heavy with uncertainty,

- slight paraphrase with explicitation and slight modulation of perspective: shift in relationships within sentence, from noun+ adj 1+adj 2 to TT noun+ prep + noun+adj, ie meaning of *difficile* has shifted from referring to context to become a noun qualified by adj *economic*. -i.e. creation of a second concept/ noun, expansion of ST unit into two units of meaning
- unusual collocation, *heavy (context)* produced by literal equivalent in TL of SL collocation
- transposition: SL *incertitudes* plural, count noun, shifts to *uncertainty*, abstract / singular; more appropriate style would be with insertion of, *fraught with* or *full of*, depending on style intended

que Banquiers et Assureurs doivent réussir les mutations qui conditionnent leur compétitivité et leur avenir.

that Bankers and Insurers must succeed in making those changes which will influence their competitiveness and their future.

- appropriacy: both SL and TL omit definite article for stylistic effect
- SL synthetic use of *réussir les mutations*, TL transposition and explicitation, by insertion of gerund to include appropriate collocation with changes: *succeed in making those changes*, relative clause introduced for explicitation, clarity
- greater emphasis, cohesion: SL *les mutations*, TL deictic, *those changes*
- transposition, Speech Act function changes,(d.l.u.): SL present simple for current, habitual fact, *qui conditionnent*; ; TL future simple for statement of future fact - *will influence*: also, *conditionnent* has more regulatory function

Au delà de la politique des provisions, ils doivent gérer la crise au mieux

Beyond provisions policies, they must manage the recession as well as possible,

- contextual explicitation; *la politique de provisions* (note alliteration, recreated for cohesion in TL) refers to a single policy regulating provisions: TT has made this plural. Is this result of insider knowledge of actual state/ number of policies or

inaccurate interpretation/ attempt at generalisation by use of plural instead of singular introduced by definite article to indicate specific policy?

- transposition for acceptability, adverbial phrase *au mieux*, to *as well as possible* : icon for icon
- cohesion, both ST and TT use third person plural pronoun for anaphoric reference to *Bankers and Insurers*

et se préparer à la relance tant attendue.

and prepare themselves for the long-awaited recovery.

- same sentence structure of co-ordination
- transposition, acceptability, *tant attendue*: : translation equivalent = *long-awaited*
- cohesion, acceptability: co-ordination of infinitives after *ils doivent*: *gérer* , *se préparer*, matched by simple infinitive form after *must*
- literal translation: *se préparer à* - *prepare themselves for*: : is use of pronominal verb form due to SL interference ?

Des dirigeants de premier plan partageront leur vision de l'évolution de leurs métiers

Industry leaders will share their vision of the development of their profession

- transposition, modification: ST *des* implies partitive, whereas TL lack of article implies all/ generalisation
- synonym: does *development* really carry same impact as *évolution*: index for icon ?

et nous indiqueront quel projet d'entreprise leur semble le plus propice pour battre la concurrence

and will indicate what business plan seems most apt to win a competitive edge

- appropriacy: loss of *nous* in TL , also of *leur* in *leur semble*
- fixed expressions, nice attempt at equivalent impact - *win a competitive edge*, but somewhat detracted from by incorrect indexical transfer of *apt* for *propice*: : it would have been more accurate to select *likely* or some other adjective indicating favourability, probability. Icon for icon
- acceptability: use of *pour* +infinitive for purpose, translated by infinitive only in TL

et assurer la rentabilité en maintenant la cohésion du personnel.

and ensure profitability while maintaining the cohesion of the personnel.

- same sentence structure of co-ordination of two aims following *pour/ to win and ensure*
- modulation of timing through transposition: *en* plus present participle translated by *while* + similar: shift from emphasis on manner to emphasis on simultaneity of two actions
- literal translation: *the cohesion of the personnel* - inappropriate indexical, literal translation which conveys little meaning in terms of choice of lexis: better "maintain staff loyalty / solidarity" ? SL syntactical interference: index for icon, loss of impact

Quelle organisation interne saura utiliser les compétences et les énergies,

What internal organisation can best capitalise on the staff's abilities and strengths,

- insertion of *the staff's* to specify whose qualities

- *organisation*: here a kind of faux ami, taking the equivalent TL form which does not clearly reflect the intended meaning of mechanism or infrastructure: indexical translation of icon
- cohesion, repetition of rhetorical questions

quel système d'information irriguera au mieux l'entreprise,
what information technology will best serve the company,

- why omit word *système*, change of informativity: TT could be misinterpreted in wider sense of what kind of system, rather than which specific system
- loss of agricultural or nourishing metaphor contained in *irriguer*: index for symbol

quels processus de décisions et d'actions offriront la meilleure efficacité ?

what decision-making and action-taking process offers maximum efficiency "

- transposition, no real change to impact although slightly different emphasis: ST future simple, TT present simple for fact
- transposition: ST has plural *quels processus*, TT opts for singular - modification of intention
- repeated pattern of rhetorical questions recreated in TL: rather overdramatic effect for conveying factual information, inappropriate to TL for this texttype/ technological subject matter

Dans quels secteurs réduire les coûts sans compromettre le bon fonctionnement des rouages de l'entreprise ni sa paix sociale ?

In which sectors can costs be reduced without compromising either the smooth-functioning of company structures or the equilibrium of its personnel ?

- transposition for appropriacy: shift from active *réduire* to passive *can costs be reduced* - appropriate equivalent impersonal style
- transposition, acceptability: sans + infinitive - *without* plus gerund
- acceptability: TL inserts *either/ or* for SL *ni* before second of list
- *paix sociale*, descriptive equivalent of aa very abstract concept, well interpreted in meaning but not in choice of lexis - better perhaps, good staff relations ? or perhaps morale ?

Quelle organisation commerciale saura exploiter au mieux la synergie entre les divers circuits de distribution

What commercial organisation can best exploit the synergy between the various distribution channels

- literal translation, modified intention/ *information commerciale* does not seem here to refer to kind of trading method but to internal organisation of a company. A further example of the indexical mistranslation of SL *organisation*
- rest of sentence is understandable but stylistically awkward - especially the use of *synergy* - literal translation, inappropriate for context

pour satisfaire le client, maîtriser les coûts et surpasser les concurrents ?

to satisfy the customer, control costs and overcome the competition ?

- acceptability: *pour* - preposition to denote purpose replaced by infinitive with *to* : same sentence structure, list of three infinitives following purpose
- synonym: inappropriate choice of lexis: *surpasser* is not so much *overcome* (implying physical or emotional defeat) as *do better than, beat, outperform*

- *control costs*, literal translation, perhaps more appropriate would be *keep costs down*

Quelle politique de qualité, susceptible de différencier l'offre, sera à même de favoriser l'acquisition et la fidélisation de la clientèle ?

What quality policy, likely to differentiate the offer, can best favor (sic) the acquisition and loyalty of the clientele ?

- acceptability, word order, quality policy, causes change in intentionality: in TL position of word *quality* makes it seem to function as an adjective instead of a referent, a kind of policy, that which controls quality - better to expand, policy for quality control
- *susceptible de différencier l'offre* - literal translation which carries no clear meaning: underlying meaning is one of making the company stand out from the others in what it has to offer
- acceptability: American spelling of *favor*:: perhaps better to use, *be favourable* to than *favour*, which really has implication of prefer (inaccurate contextual analysis)
- synonym: inappropriate lexis, *loyalty*, noun for *fidéliser*, verb: better to expand to bring out intent: *to ensure customer loyalty*

Les turbulences conjuguées de la crise et de la concurrence bousculent nos certitudes.

The turbulence of the recession coupled with that of the competition has upset our certainties.

- ST plural becomes TT singular *turbulence*: is this figurative use appropriate for context, rather more associated with weather reports in its literal sense: disturbance, disruption
- transposition, tense change alters intention: ST present *bousculent* becomes TT present perfect, *has upset*
- literal translation, loss of impact: what does *our certainties* mean ? insufficient contextual analysis, probably better to use , *long-held beliefs*
- reinforcement of navigation metaphor by use of *turbulences*
- loss of marital metaphor - *conjuguées*

La XVIe Convention de l'EFMA nous aidera à déchiffrer notre avenir et à nous forger de nouvelles convictions.

EFMA's XVIth Convention will help us to decipher (sic) our future and forge new convictions.

- acceptability: spelling of *decipher*
- literal translation: inappropriate use of *decipher* in collocation with the noun *future* : perhaps a better choice would have been *plan/ work out*
- *forge new convictions*, literal translation, has no significance, inappropriate collocation

Six commissions interactives se tiendront durant les après-midi du jeudi et du vendredi permettant d'approfondir les thèmes suivants:

Six interactive workshop sessions will be held on Thursday and Friday afternoons which will consider in depth the following areas:

- transposition for acceptability: ST pronominal becomes TT passive

- transposition: ST present participle becomes TT future simple: also shift of emphasis from participants as subject of *approfondir* to workshops as subject of *consider*

- explicitation; synthetic *approfondir* expanded to show analysis, with concept of in depth conveyed by adverbial phrase accompanying *consider*.

- jargon/ terminology:

* les réseaux d'agences

* *Branch networks*

* les services financiers à distance

* *Remote financial services*

* la segmentation de la clientèle

* *Customer Segmentation*

* les cartes

* *Cards*

* les systèmes de paiement

* *Payment systems*

* la bancassurance

* *Bankinsurance*

All translation equivalents adopt literal translation of ST concept but this strategy can still work because of use of terminology/ jargon in context, despite anomaly of *remote financial services* which could mean telephone advisory and banking service or remote access via computer networks.

Intégré à la Convention,

Alongside the Convention,

-transposition, modification of intention: *intégré* has idea of being part of, whereas *alongside* makes the facility adjunct whether literally or figuratively

le Centre d'Affaires sera aménagé de manière à faciliter les contacts formels ou informels.

the Business Centre will be laid out so as to encourage formal and informal contacts.

- synonym, inappropriate lexis: how can a place be laid out - a plan, a text or a table, but not a place: better, facilities within the Business Centre will be organised: translation at the level of primary meaning without consideration of context

Les dirigeants de l'industrie financière pourront se familiariser avec les produits et services les plus performants

The leaders of the financial industry will be able to acquaint themselves with the most performing products and services

- literal translation of a loan word in superlative form, *les plus performants*, not appropriate, also can't use *performing* as adjective in TL in this collocation/ context, not used in TL to describe levels of achievement, only in collocations to describe nature of act - performing seal, performing arts. Better to use successful, best-selling.

- literal translation by analogy with other compound nouns with *industry* - *the financial industry*. perhaps more likely to use, the financial sector

et trouver, ainsi, les moyens de formaliser une stratégie pour faire face à la crise actuelle.

and thus find the means to build a strategy to meet the current economic crisis.

- synonym: *build a strategy* - is this appropriate collocation ? attempt to recreate metaphor of construction as introduced by *financial industry*

- synonym: inappropriate lexis: *faire face à* does not mean *meet*, but cope with, deal with, get through

Universal myths:

Customer satisfaction is important

The benefit of contacts in the successful conduct of business relations:

The whole world is in a state of economic crisis:

Cost control enhances productivity and allows the producer to undercut the competition:

Metaphor:

that of navigation, from fixing a course to surviving the elements - *tenir le cap/ turbulences* , recreated in TL

Impact:

-Over-reliance on literal translation, resulting in inaccurate collocations: *heavy with uncertainty, upset our certainties* : inaccurate interpretation of *processus* as singular despite plural verb and intention of generalisation : inaccurate analysis of meaning of *surpasser* in this context - outdo/ outperform/ do better than/ *beat*. Inaccurate use of definite article.

General evidence of transfer of signs as language forms, at the level of lexis and of units of meaning, with an over-reliance on literal translation (form for form) resulting in loss or modification of impact. Almost no evidence of transfer strategies at the level of sign function. Most cases of transposition result in inaccuracies of TL use and loss of impact.

All of this would tend to indicate more than a simple rushed job, as this may produce inaccuracies of terminology, if insufficient research is undertaken. It is more likely that this is the work of a translator whose competence in the TL remains at an intermediate level, not yet that of a native speaker, thus going against the professional ethos of working into mother-tongue. Alternatively, the translator, if a native speaker, may have been resident in the target culture for some time and may thus, through lack of translation competence, unconsciously been affected by SL patterns. The translated text shows minimal ability to extrapolate from experience generalised tendencies, patterns or strategies and suggests an inexperienced translator who is unaware of how to translate for a text type and specific text function. As a result, a strictly linguistic approach has produced a mainly inappropriate TT.

EUROSTAR:

Introduction:

The ST and TT were supplied by Eurostar, translated by a French agency and checked by a native speaker. According to a representative at the UK Head Office, the brief is to “reword” the ST, so there is an awareness of the need for adaptation in accordance with TL appropriacy, acceptability and TT user needs. All texts are checked by a native speaker member of an editorial board, for each language. The texts are extracts from booklets supplied in each language to customers.

Eurostar Services

Les services Eurostar

- acceptability: use of definite article in TL and reversal of word order, adj+n to n+adj

More than just good looks

Des voitures confortables et fonctionnelles

- loss of idiomatic comparative expression, with underlying implied meaning and personification, in this context, rendered explicit in TL. Index for icon

Designers and technicians have worked together to create a comfortable and highly functional interior for Eurostar,

Pour Eurostar, designers et techniciens ont conçu un intérieur agréable et très fonctionnel.

- paraphrase, style: reversal of sentence structure with prepositional phrase, *pour Eurostar*, in initial position in TL for emphasis

- loan word: despite recent ban on *anglicismes* (loi Toubon), TL retains SL term *designers* ; more prestige, probably increased impact, also emphasises connection with UK, hence perhaps a symbolic sign for SL index

- transposition: shift from SL active verb plus adverb, *worked together*, to statement of fact, *ont conçu* - emphasis on more abstract aspect of design

striving to meet the needs of

Chaque usager y trouve l'espace adapté à son confort.

- paraphrase, change of sentence structure, breaking up of SL sentence into two sentences in TL.

- modulation of perspective, new subject (*chaque usager*) is also subject of a new verb (*trouve*), with the loss of reference to the effort of the designers and technicians and emphasis on outcome - TL appropriacy

families travelling together, disabled people and businessmen with work to do

Familles, personnes à mobilité réduite ou hommes d'affaires profitent d'installations spécialement étudiées pour répondre à leurs besoins

- acceptability - unusually, there is no definite or indefinite article here in the TL - economy or SL interference ?

- loss of predicate of *businessmen* (*with work to do*) - assumed in TL, implicature

- compensation: here the TL picks up the reference of meeting the needs

- cohesion: introduction of extra information *spécialement étudiées*, again reinforcing use of verb, *ont conçu*

Something special

Un cachet particulier

- TL term *cachet* is more specific in its appeal to self-image by identification with image of Eurostar, where SL appears less specific. Symbol for icon

Eurostar launched a competition to select the top Belgian, British and French interior designers to form a team combining the best in international style.

Pour la décoration intérieure des voitures d'Eurostar, les meilleurs designers belges, britanniques et français ont été sélectionnés, au terme d'un concours rigoureux.

- paraphrase, modification of intention: change in order of presentation of units of information to stress aim rather than means
- cultural status of the term *designer* given by repeated use of loan word in same form (also cohesive device), reinforces status implied by *cachet*

They have given Eurostar trains a distinct personality,

Leurs efforts ont permis de donner à Eurostar un cachet particulier, mélange d'inspirations latines et anglo-saxonnes.

- SL introduces new term *personality*, cohesion of reference to trains in personified form, as used earlier (see comment re good looks), where TL repeats *cachet*
- explicitation: *leurs efforts* : inserted subject for greater explicitness and abstraction from involvement of designers to concentrate on results
- extra information, *mélange d'inspirations latines et anglo-saxonnes.*, emphasises collaboration at European level rather than SL use of *international style*. More directly relevant to target user

choosing a soft grey and lively yellow for the second class coaches and pale blue for the spacious washrooms

La dominante gris perle, rehaussée de touches jaunes en seconde class, habille moquettes et fauteuils. Dans les toilettes spacieuses, un bleu pâle décore l'ameublement.

- colour becomes subject rather than object, again focussing on results not on actions/efforts, kind of *personification of colour*., repetition of this rhetorical device assists cohesion
- transposition: *adjective* lively becomes a past participle of agent, *rehaussée de*
- paraphrase: single sentence with co-ordination becomes two separate sentences with co-ordination through juxtaposition
- again colour is subject of verb and gives effect of personification - cohesive device

A peaceful, relaxed atmosphere

Ambiance douce et conviviale

- acceptability: again, no article in TL, repeated choice for this text but not usual for TL conventions
- acceptability: two preceding adjectives becomes postposed adjectives linked by *et*
- synonym, modified impact: *douce* does not necessarily convey exactly the same nuances as *relaxed*; it implies a soothing effect but does not collocate by implication with the state of being of the user

Extensive research went into the lighting, soundproofing and colour schemes to create a peaceful, spacious atmosphere.

Eclairage et insonorisation ont fait l'objet d'une attention particulière, afin de créer une ambiance douce et conviviale en éliminant les désagréments liés à la traversée du tunnel sous la Manche.

- appropriacy: again, shift of emphasis from action of research to results of that research
- cohesion: in TL loss of sense of *spacious*, repeating two adjectives of sub-heading instead
- explicitation for intentionality: introduction of explanatory clause by present participle plus *en*

We want to ensure that you arrive feeling relaxed

Tout a été fait pour que vous arriviez reposé à votre destination

- modulation of perspective through transposition; TL loses personal address of SL; first person plural to impersonal passive
- acceptability: clause of purpose requires subjunctive in TL
- synonym: again, difficult to translate *relaxed* ; more than just *reposé*; lack of TL equivalent term encompassing all SL synonyms or aspects

Special facilities for the disabled

Places réservées aux personnes handicapées-

- synonym, loss: *facilities* refers to something more extensive than just places/ wheelchair locations: loss of meaning in TL, as *place* refers to seat, space, room, site: implicature, loss of polysemy in TL: index for symbol

Special spaces have been set aside for disabled travellers with wheelchairs with adjacent seats for persons accompanying them

Les besoins de personnes à mobilité réduite n'ont pas été oubliés. Des espaces ont été aménagés pour accueillir et caler leur propre fauteuil. Juste à côté, une place est réservée à l'accompagnateur.

- synonym: here TL uses word *places* to describe one of a range of potential meanings
- acceptability: use of negative in TL for emphasis
- paraphrase: insertion of emphatic clause, *n'ont pas été oubliés*, leads to breaking down of single SL sentence into three separate TL sentences
- explicitation: extra information given : *pour accueillir et caler*

These wheelchair locations allow you to move freely between coaches if you want to go to the bar or toilets

Un fauteuil spécial se trouve à proximité. Il permet de se déplacer d'une voiture à l'autre, pour se rendre au bar ou dans les toilettes spécialement équipées

- synonym: possible misreading of SL word *locations* has led translator to insert information not present in TL, ie availability of a special wheelchair in order to have access to bar or toilets, instead of describing the lay-out of the coach and position of spaces for wheelchair. Misinterpretation/ misinformation due to interference from TL.

Keeping in touch

Téléphoner du train

TL states more explicitly the implied benefit: index for icon

Making phone calls (business or pleasure) is no problem. With four telephone booths you can keep in touch throughout the journey, except in the Tunnel itself.

Reparties dans le train, quatre cabines téléphoniques permettent de garder le contact avec la famille ou les affaires tout au long du voyage, sauf dans le tunnel.

- Loss of first SL sentence, loss of reassurance (Speech act) *no problem*
- insertion of relative clause introduced by *reparties* to conform to TL norms
- modulation of Speech act: from promise to statement of fact; loss of personalised form of address and substitution of *cabines téléphoniques* as subject of verb
- acceptability, replacement by lower case letter in TL of capital letter for *Tunnel*, *le tunnel*

The cellular network phones operate internationally

Ces cabines utilisent la radiotéléphonie et donnent accès aux réseaux nationaux et internationaux.

- paraphrase: SL economy not possible in TL; greater expansion due to lack of facility in TL to use preceding compound noun to qualify another. Cellular network phones (icon) becomes index - *radiotéléphonie*. Paraphrase also results in insertion of new verb to give two verbs with same subject, co-ordinated by *et*

and can be used by anyone, as they take credit cards and the special Eurostar card on sale in the bars.

Et pour pouvoir être utilisées par tous, quelle que soit la nationalité, les cabines acceptent les cartes de crédit internationales ainsi que la carte Eurostar en vente aux bars

- paraphrase, sentence: because of insertion of co-ordinating clause plus *et* in previous sentence, TL now starts a new sentence, although again with *et*
- loss of adjective *special*, loss of informativity in TT
- transposition, modification of intention: modal of possibility becomes adverbial clause of purpose, *pour pouvoir*
- explicitation, gain of informativity - (*cartes de crédit*) *internationales*
- unnecessary qualifier: *quelle que soit* - overcompensation

MYTHS:

Time is money

Design at the service of the customer

Attention to different customer needs/ satisfaction - all things to all people

Comfort essential no matter how short the journey

Collaboration produces best results

Communication with the "outside world" is essential to those wishing to use Eurostar and so reassurance is necessary - also psychological effect of not feeling cut off from world in tunnel

Environment is important to facilitate use of time and energy

The target consumer profile: Attention to detail, creation of distinct personality for the train, to match that of the target consumer

Impact:

Generally successful transfer of rhetorical devices and information, based on similar myths and assumptions, partly due to freedom to paraphrase. Only detracted from by inaccurate transfer of information regarding wheelchairs.

A combination of linguistic and functional approaches which results in a mainly successful, appropriate and acceptable TT.

EUROTUNNEL:

Introduction

Eurotunnel have in-house translators in the UK and in France, who are native speakers of either SL or TL. Translators work into and out of mother-tongue, with the ST usually being in the language of the culture for which the particular subject is most relevant. In the case of Mary Poppins, this confirms that the SL was English.

Sometimes Eurotunnel use an agency which provides a read-only "lexicon" (mainly technical glossary) via e-mail, to which everyone in the company has access and which is subject to a regular review. The translators also have a modem at home to access this lexicon, and there is on-going discussion during text production. There is a standard Eurotunnel "speak" with variations according to whether the texts are related to rail or commercial traffic.

The texts were supplied by Eurotunnel UK and are taken from a Staff Magazine which also carries a glossary in other languages. Given the text source and function, it could be expected that the register would be quite informal, chatty, friendly, with the main purpose of information closely seconded by that of promoting staff relations and loyalty to the company - a kind of internal personal relations exercise. On this basis, certain contextual information and general knowledge about the company can be assumed to be held by the target reader, also an intention and a curiosity to receive the information, implying full operation of the co-operative principle. References which are culture-specific should however be made accessible for the non-native speaker.

ST: Staff Spotlight

TT: (xxxx)

- omission, loss of impact, information, intention (spotlight has connotations of being a star performer) - loss of symbolic sign
- the absence of a TL unit of information translation could be attributed to different causes, amongst which:
 - a) oversight - this is unlikely
 - b) minimal importance attributed to concept of title as rubric, function deemed unnecessary in TL
 - d) inability to find two word unit, desire to avoid expansion which might reduce impact

The enormous increase in the number of school visits to the Exhibition Centre during 1990,

De plus en plus de groupes scolaires ont visité le Centre d'information en 1990,

- transposition: shift from noun *visit* to verb *ont visité*
- explicitation: from noun+noun (collective) *school visits*, to more specific *groupes scolaires (ont visité)*: icon to index
- transposition: shift from *during*, implying over whole year, to *en*, less precisely descriptive
- synonym: mitigation of intensity from enormous to *de plus en plus*, index to icon

together with the hundreds of requests for information on the Channel Tunnel
Cette forte augmentation ainsi que les centaines de demandes de renseignements au sujet du tunnel sous la Manche

- cohesion (2) : new sentence introduced by anaphoric reference (1) by means of addition of demonstrative *cette*, plus expansion, reinforcement, reiterating (2) concept of *enormous*

ranging from primary school children to post-graduate students

émanant aussi bien d'élèves du primaire que d'étudiants post-universitaires,

- explication: greater specificity of verb, since the ST syntax is inaccurate in that *ranging from* would lead reader to expect definition of type of request rather than type of source. hence ST selects verb to introduce detail of source, *émanant de*
- terminology: *post-graduate, post-universitaires*
- acceptability: insertion of *aussi bien de... que de...*

resulted in a fast developing range of publications and educational facilities available at the Folkestone Exhibition Centre

ont amené à la production d'un choix sans cesse plus étendu de publications et de matériels pédagogiques disponibles au Centre d'information de Folkestone.

- transposition, slight modulation: ST *resulted in* (synthetic) whereas TT describes process / event by which result achieved, *ont amené à* (analytical)
- explication through selection of synonym: *range* interpreted / greater specificity by use of *choix*
- transposition: *fast-developing*, using continuous aspect for greater descriptive value, to adverbial phrase with past participle, *sans cesse plus étendu*, implying result, not on-going process: index to icon, impact constant or gain

It soon became apparent that the appointment of an administrator for the Education Department was necessary.

Et bientôt la nomination d'un responsable pour le département Education du Centre devint une nécessité évidente.

- appropriacy, transposition to nominalisation: ST impersonal construction, *it became apparent*, rendered by abstract noun as subject, *la nomination devint...une nécessité apparente*
- terminology; synonym: *nomination* is correct term for appointment in this context
- acceptability: imitation of ST construction, Education Department, becomes *Département Education* - ellipsis or incorrect usage ?
- note use of *Passé Simple* instead of *Passé Composé* : is this for appropriacy, to fit in with image of fairy-story as evoked by reference to Mary Poppins ?

Helen Curtis arrived in a blizzard in February 1991 and in true Mary Poppins style set about organising the chaos that reigned.

Helen Curtis est arrivée au coeur de la tempête en février 1991, et en véritable Marie Poppins elle s'est mise aussitôt à organiser le chaos ambiant.

- appropriacy, omission: TL should really have honorific, *Mme* or *Mlle*
- appropriacy: increased literary effect, *in a blizzard*, to *au coeur de la tempête* : icon for index

- *in true Mary Poppins style*, transposition to focus on character, adjective *véritable* referring to MP by direct comparison rather than by induction from style: assumes TL cultural knowledge or ignores potential loss of information for TL reader; however this intertextual reference is essential to understanding the explicit comparison in the text. Symbol for symbol but loss of impact if symbolic value is unknown to TL reader, so that TL sign becomes indexical.
- appropriacy: why revert to *Passé composé* here, if continuing the concept of narrative: for consistency of style should use *Passé Simple*.
- transposition: ST relative clause, *that reigned*, shifts to more economic, adjectival use of Present participle, *le chaos ambiant*

It was difficult to judge whether the piles of paper that covered and surrounded her desk represented three or six months filing

Il était difficile de juger si les amoncellements de papiers qui recouvraient et assiégeaient son bureau représentaient trois mois ou six mois de classement en retard,

- impersonal construction maintained in TT as in ST, to introduce noun clause
- only difference is explication in TT to specify/ explain context of filing, by addition of *en retard*

but as the location of the constantly ringing telephone depended on clearing it, she cleared it.

mais comme la seule solution pour retrouver le téléphone qui n'arrêtait pas de sonner était de tout débarasser, c'est ce qu'elle fit.

- transposition: ST uses *location* as a gerund in function, TT substitutes an infinitive having same function
- transposition: ST uses participle, modified by an adverb, *constantly ringing*, whereas TT resorts to relative clause, *qui n'arrêtait pas de sonner*,
- cohesion, loss of direct object "it" referring to desk, focus shifts to actions, linked by noun clause, *tout débarasser, c'est ce qu'elle fit*
- cohesion, appropriacy: reiteration of *Passé Simple*

As well as being responsible for internal organisation of the department and dealing with many specific enquiries from educational establishments,

En plus d'être responsable de l'organisation interne du département Education du Centre d'information et de répondre aux nombreuses demandes de renseignements émanant d'établissements scolaires,

- sentence structure follows same form, with initial adverbial clause of co-ordination introduced by *as well as* plus present participle in ST, *en plus de* plus infinitive in TT: icon for icon
- cohesion, repetition of *émanant de* instead of preposition, *from*
- acceptability: is TT accurate in using only preposition *de*, should be *des établissements*

Helen has taken on the administration and editing of this Bulletin

Helen s'est également chargée de l'administration et de la préparation de ce Bulletin.,

- TT expansion/ cohesion, insertion of *également* to act as link with preceding *en plus de*
- transposition, acceptability: ST active transitive verb replaced by TT pronominal verb

- synonym: are *editing* and *préparation* equivalent tasks ? possible modification of informativity

which has demanded much from her cheerful disposition

Et c'est en gardant sa bonne humeur naturelle

- Paraphrase: TT breaks one sentence into two, introducing second sentence by *Et*, transposition from Present Perfect, statement of fact, to present participle with *en* - clause of manner

- modulation: shift from impersonal *which*, referring to admin and editing, to personalised action, *c'est en gardant... qu'elle...*

when chasing articles, illustrations and photographs from various sources across the UK and France,

qu'elle va à la chasse aux articles, illustrations et photographies venant un peu partout de France et de Grande Bretagne

- transposition, appropriacy: *when* plus present participle, becomes *Qu'elle va*, dependent on *c'est en* + present participle

- acceptability: unusual omission in TL of definite article with names of countries - perhaps interference from SL ?

not to mention the arduous task of checking text

sans parler de la tâche ardue d'avoir à vérifier les articles du Bulletin

- substitution of fixed expression for fixed expression, *not to mention*, *sans parler de* : icon for icon

- explicitation: *text* becomes *les articles du Bulletin*

in time to meet the copy deadline.

tout en respectant les délais d'impression.

- modulation: adverbial clause of purpose, linear sequentiality, *in time to meet*, becomes adverbial clause of manner, *tout en respectant*, descriptive simultaneity

- transposition, acceptability: singular specificity in ST, *deadline*, becomes generalised habit, rule, principle through use of plural in TT, *les délais*

Myth:

Culture-specific

- Mary Poppins as the symbol of efficiency (SL culture specific) and of the carer/caretaker of people's needs (note however concomitant view of detached objectivity linked with this figure, also element of performing magic) All of this may be lost for TL reader without some additional contextual and intertextual explanation, so that all that remains is an obscure reference to a name. Given the presentation of this name, *en véritable Mary Poppins* the TL reader may, however, be aware that this is a character or person which may be known to some readers. It may also be that the translator has assumed that the TL reader will be familiar with the story and the character by means of the Disney film of that name.

Shared:

- Filing can be an overwhelming task if left for too long
- Communication relies on mountains of paperwork
- Organisation is a key quality in effective communication

Metaphor:

- swirling blizzard / weather conditions matched by chaos of desk/ paperwork

Impact:

The TT will be successful in its intended function, provided that the TL reader is aware of context of reference and cultural connotations of Mary Poppins story, otherwise loses dramatic effect, although general informative content is clearly transferred. Coherence depends largely on contextual and intertextual reference, so may not be so readily evident to TL reader. Syntactical shifts tend to occur for reasons of acceptability or appropriacy. Overall, some loss of impact and informativity but not sufficient to cause serious prejudice message function.

A mainly functional approach with freedom to paraphrase but insufficient attention to TL reader needs and evidence of transfer at the level of linguistic units in places.

GATEWAY

Introduction:

These texts are taken from glossy brochures provided by the company, intended to promote the image of the company in preparation for a move into Europe. The company has a specific image which it wishes to project and has built up good relationships through liaison with agencies in each target language culture. The agencies are given a translation brief and an ST from which to produce the TT. No translator involvement occurs during the production of the ST. The TT is produced by a native speaker, employed by the agency and living in the target culture. Quality control is carried out by a native speaker, marketing expert, employee of Gateway, whether or not he or she is living in the target culture.

More recently Gateway have been moving towards a policy of providing a translation brief and requiring a native speaker (linguist and marketing expert) to produce copy based on this brief, in order to avoid problems of translation.

The source text was devised for an Anglophone addressee for whom the USA culture-specific references would be assumed to be familiar. The impact of the text is achieved mainly on the basis of these references, myths and metaphors, some of which could be assumed to be known to the francophone TL reader because of the popularity of American films and programmes in Europe, on national television channels and satellite television.

A. ST:

GATEWAY 2000

LA GAMME PRODUITS GATEWAY 2000

- informativity, for TL reader, explicitation to specify products, not service
- tradename will not have any denotative or connotative function in the TL unless target reader is anglophone, which is quite probable, given the type of product. But will he/ she understand *gateway* in the computer sense of a single concept, or in the double sense of a single unit of meaning (an opening) and the two constituent sense units, gate and way, ie a point of access and a manner or path of access, hence both static and dynamic in implication. In TT the name will probably carry more of an indexical than symbolic or iconic reference

COMPUTERS FROM A CATTLE FARM IN SOUTH DAKOTA ?

DES ORDINATEURS QUI VIENNENT D'UNE FERME DU SOUTH-DAKOTA.

- surprise/ incongruity, attention-catching rhetorical question, speech omitted, loss of impact in TT
- transposition, acceptability: ST uses preposition *from* to denote origin, whereas TT uses relative clause, *qui viennent de*
- transposition, acceptability: different prepositions for origin of place: in South Dakota/ du South Dakota
- loss of informativity, omission of descriptive noun, *cattle*, as TT uses *ferme*

THE USA HAS ALWAYS BEEN BIG ON IDEALS AND VALUES.

L'AMERIQUE EST LA PATRIE DES GRANDS IDEAUX.

- ST introduces four main myths in this one heading - big (= size/ importance, = leader), ideals, values
- TT extends, develops *big* in sense of being originator, but loses market-place concept of size/ importance - only 2 myths recreated - loss of impact
- loss, index for icon (*be big on ideals - grands idéaux*)

NOW GATEWAY 2000 IS BRINGING ITS OUTSTANDING COMMITMENT AND SERVICE TO BRITAIN AND IRELAND.

AUJOURD'HUI, GATEWAY 2000 AMENE EN FRANCE TOUT SON SAVOIR-FAIRE.

- substitution of France for Britain and Ireland. An example of TL culture-specific localisation
- implicature: compression of two separate concepts, *commitment and service*, into more global and economic *savoir-faire* (implied, in business as a whole, not just in production): icon for index

ALTHOUGH COMPUTERS AND CATTLE HAVE LITTLE IN COMMON,

LES ORDINATEURS ET LE BETAIL N'ONT PAS GRAND-CHOSE EN COMMUN

- transposition: sentence structure differs, from concessive (although) to contrastive (*mais*)
- cohesion: first mention of *le bétail* in TT
- transposition, style shift from *little* to negative *pas grand-chose*
- cohesion: loss of alliteration of *computers and cattle*, partial loss of pairing impact through this alliteration

WE ARE CONTINUING THE FAMILY TRADITION IN THE WAY WE DO BUSINESS.

MAIS NOUS PERPETUONS LA TRADITION FAMILIALE DE SERIEUX DANS NOS AFFAIRES

- modulation, stress on action in ST, *the way we do business*, to more abstract and formal, *le sérieux dans nos affaires*: icon for index
- transposition, loss of emphasis of continuous aspect: SL Present Continuous rendered by Present Simple in TL

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

La société Gateway 200 est certes une nouvelle venue en France mais pas au Nouveau Monde. Nous sommes actuellement le premier fabricant d'ordinateurs aux Etats Unis dans le domaine de la vente directe.

- insertion of information in TT to introduce company and identify its origin in the US market, in case any reader had not realised the connection
- repetition for cohesion: *nouvelle, Nouveau*

The Gateway 2000 story is one of phenomenal growth.

Gateway 2000 a connu une croissance phénoménale.

- analogy with SL collocation "success story" lost in TL, also story metaphor lost, index for icon

- transposition: verb tense: shift from Present, statement of fact, to Passé Composé, description of state of affairs

The company was founded in 1985 by Ted Waitt, a maverick who strayed from his family's four-generation cattle business.

La société a été fondée en 1985 dans une ferme d'élevage de bétail, loin des grands centres de la Silicon Valley. par Ted Waitt, un non-conformiste ayant choisi une autre voie que la ferme familiale exploitée depuis quatre générations.

- compensation and contextual assistance for TL reader, insertion of reference to *Silicon valley*, to stress difference from crowd/ i.e. , by analogy, herd, which image is lost by translation of *maverick* into more general, non-conformist: index for symbol
- assumption of cultural knowledge of TT reader regarding Silicon valley/ home of computers
- modulation: shift in information from metaphor, *strayed fromcattle business* to statement of location - *dans une ferme d'élevage*. This is drawn from the information given in the following ST sentence, may result in shift from symbol to index
- acceptability, transposition: complex qualifier, *four-generation cattle business*, becomes a relative clause introduced by a past participle, *exploitée depuis quatre générations*.
- *ferme familiale* (cohesion, introduction of alliteration) *exploitée depuis 4 générations*: symbol of tradition recreated in TL. This is also a form of intertextual reference, relying on reader familiarity not only with culture specific concepts but also with films and literature which take this lifestyle as the background to the plot.

Setting up in the Waitt Cattle Company Offices on a farm outside Sioux City, Iowa, he and his brother, Norm Waitt Jr., focused on marketing personal computers through the direct market channel.

S'étant installés dans les bureaux de la Waitt Cattle Company, Ted et son frère Norm Waitt se sont donc lancés dans la commercialisation directe d'ordinateurs personnels.

- compensation: ST locates offices on farm in this sentence
- Loss of title *Jnr* - culture specific term, untranslatable by single word/ abbreviation
- cohesion, reiteration of name, *Ted*, instead of using pronoun as in ST, *he*
- acceptability, transposition: ST has active present participle, *setting up*, TT reverts to pronominal construction with *s'installer*, using a present passive participle
- note retention of SL name of company, loss of symbolic sign function, becomes simple index
- transposition, modification of information: ST has *focused on*, (reinforce/stress on effort direction) whereas TT is more general - *se sont lancés* : pronominal form
- *through the direct marketing channel*, becomes a verbal noun, single concept, *commercialisation directe* : icon for index

Today, Gateway 2000 is one of America's top performing computer companies, achieving Fortune 500 status.

A ce jour, Gateway 2000 a vendu plus d'un million de PC, s'est placée parmi les entreprises américaines de premier plan et s'est vu décerner le label Fortune 500.

- transposition, modification: ST uses present, *is*, for statement of fact, but TT reverts to use of *Passé Composé* to stress durability and ongoing success

- transposition, modification, acceptability in conjunction with changed tense usage: *today* means now, at this moment, whereas *à ce jour* implies up until now
- cohesion, informativity, gain: TT inserts information about number of computers sold and vaunts success as a result of sales, *s'est placée*: another pronominal reinforcing personification of company
- transposition, appropriacy: active verb, *achieve*, is more stylistically elegant and emphasises action on the part of the company (implied merit, reward for effort), as opposed to passive sense of *s'est vu decerner*: perhaps overcompensation or translator idiolect, may have a predilection for pronominal verb forms
- synonym: *status* reflects state of being, is; *label* reflects designation, accolade given: icon for index, same impact
- assumption of culture-specific, contextual knowledge: *Fortune 500*. Is this expected to be known to TL reader or expected to be sufficiently transparent that its connotative or socially institutionalised meaning can be inferred from its primary denotative meaning. Analogy with G7 countries ? Attempt to transfer iconic use of a term/ name through indexical transparency ?

The company is currently the biggest direct market computer manufacturer in the United States. Financially stable with over 1.5 billion dollars annual sales revenue, Gateway 2000 is in the enviable position of being virtually debt free.

Financièrement stable avec des ventes annuelles s'élevant à plus de 1,5 milliard de dollars, Gateway 2000 est l'une des rares entreprises qui peuvent se vanter de n'avoir pratiquement pas de dettes.

- paraphrase: reversal of order of presentation of rhemes/ segments of information
- modulation: substitution of *rares entreprises*: , hence cause for envy (giving cause not effect) for enviable (description of state of being/ effect). Perhaps for appropriacy to TL conventions, Less pushy, not such a direct, hard-sell
- compensation: however, direct quality of *enviable* is taken up by *se vanter de*
- acceptability, transposition: *debt-free*, compound adjective description of state after being, replaced by negative verb of possession plus noun, *n'avoir pratiquement pas de dettes*

In 1993, due to continued growth and expansion, Gateway established its European headquarters in the Republic of Ireland.

A l'instar de bien d'autres entreprises américaines, nous avons choisi la République d'Irlande comme siège de nos activités commerciales en Europe, pour sa main d'oeuvre active et hautement qualifiée.

- informativity: modification for target reader interest and localisation - date plus stress on growth gives way in TT to comparison with other successful American companies, *A l'instar de bien d'autres entreprises américaines*,
- appropriacy - modulation of approach: more impersonal in SL - *Gateway established* - becomes personalised, *nous avons choisi*
- informativity, gain: TT includes reference to staff not present in ST, *pour sa main d'oeuvre active et hautement qualifiée*.

The latest technology at the lowest prices - that's the Gateway 2000 promise as the industry's price performance leader.

La technologie de pointe au meilleur prix: c'est la promesse de Gateway 2000, champion du rapport qualité-prix.

- transposition, superlative - *latest*, substituted for by appropriate collocation, *de pointe*
- synonym, collocation: loss of *low* (lowest prices), substituted for by *meilleur*
- transposition, appropriacy: shift from ST plural for *lowest prices*, to TT singular, *au meilleur prix*
- appropriacy, punctuation, ST dash to TT semi-colon
- cohesive device of alliteration of *price performance* is lost, but appropriate terminology *rapport qualité-prix* is substituted
- gain of impact, synonym, *leader*, becomes more emphatic, *champion*

By buying the latest components from the most respected manufacturers in the business in huge volumes, we are able to build high specification products and pass the savings on to you.

En achetant en quantités très importantes les composants les plus modernes auprès des plus grands fabricants de l'industrie, nous pouvons élaborer des produits à haute spécification et vous faire profiter des économies obtenus.

- explicitation: does *quantités très importantes* really have same impact as *huge* ? lesser intensification
- myth of size/ numbers/ economies of scale, use of superlatives and quantifiers
- implicature: loss of *respected*, becomes *plus grands* (therefore implies, deserve respect - again, cause rather than effect)
- explicitation, appropriacy: *the savings* becomes more clearly specified, *les économies obtenues*
- cohesion: *latest* used again in ST, this time appropriate TT unit is *les plus modernes* (also appropriacy, stylistic variation)

It's our efficient, functional, no-frills approach to all aspects of business that enables us to consistently offer the best prices in the industry..Our systems offer great value even by Gateway standards, and we wrote the book on value.

Notre approche efficace, fonctionnelle et simple à tous égards nous permet de vous offrir constamment les meilleurs prix de l'industrie informatique. Pour vous, un seul choix: Gateway 2000.

- paraphrase, loss of emphasis of noun clause structure of ST, *it's our that enables us*,
- modulation, becomes more personalised, *notre approche nous permet*
- synonym, loss of imagery of *no-frills* in TT use of *simple*: index for icon
- explicitation: *the industry*, taken as specifying by virtue of context, whereas TL inserts *informatique* to qualify *industrie*
- transposition: more colloquial form of direct address in second sentence replaced by a form of imperative, *un seul choix*
- omission, loss of intention, loss of concessive, falsely modest, *even by Gateway standards*
- intentionality, loss of speech act, of colloquial form of expression as boast, *we wrote the book on value*. SL specific form of expression of a concept: loss of icon

Gateway 2000's goal is simple.

Gateway 2000 s'est fixé un objectif simple.

- Transposition: Again, ST uses Present of verb to be for statement of fact. TL uses a pronominal Passé Composé of action. This use of passive voice would normally be

expected to obtain in the reverse transfer from French to English but may be due to TL conventions for collocation of verb, *se fixer*, with *objectif*.

By supplying computer systems of superior quality,

En produisant les meilleurs systèmes informatiques aux meilleurs prix

- gain of informativity through explicitation: *superior quality* is expanded to include price aspect as well; this aspect introduced separately in ST in third clause dependent on by - *offering*

- note ST uses near synonyms *supply*, then *provide*, then *offer*: TT uses *produisant* (first stage before supply) then *offrant* (= supply), no third verb being needed because of incorporation of concept of value for money in first clause. Problem of lack of synonyms or reorganisation of presentation of information ?

providing outstanding service and support along with offering the best value for money,

et en offrant un service et un support exceptionnels,

- icon (*value for money*) is lost

- compensation from previous text segment, paraphrase

we aim to achieve total consumer satisfaction.

nous nous engageons à satisfaire pleinement les attentes de nos clients.

- modulation, transposition: shift from result to process, achieve....., to *satisfaire aux attentes* . Also different picture of customer, from satisfied to demanding

From our European headquarters in Dublin we offer you the latest technology, in our very own inimitable style.

Depuis Dublin, nous vous offrons le meilleur de la technologie tout en conservant les recettes inimitables qui ont fait notre succès,

- implicature: loss of informativity: ST more specific, *From our European headquarters in Dublin*, TT contraction to *depuis Dublin*

- loss of cohesion; *latest* here becomes *le meilleur*, shift from emphasis on up to date, to one on quality

- shift from *style* to *recette* - more readily accessible image / analogy? intracultural reference to TL preoccupation with cuisine.

(xxxxxxxxxxxxxxxxx)

Avec nous, "You've got a friend in the business"

(company slogan)

- mixture of SL and TL points to one aspect of intended target consumer profile, c.f. use of English as lingua franca in computer software

MYTHS:

Clearly stated in titles in capital letters - BIG ON IDEALS AND VALUES

1. The New World/ SIZE

- Open Spaces , sparsely populated - think big, big is beautiful - cattle ranches, large numbers/ pushing back the frontiers
- New technology/ economies of scale/ returning to the starting point, a new market in the Old World, the home of tradition and origins, leaders in the field, few competitors

2. The family unit as the basis for survival, working together, shared goals, common values. The company as an extension of this unit, each employee has his role, each shares same objectives

3. The maverick/ loner, breaks away from the herd

- The founders of the company break new ground away from family traditions, but achieve success due to shared values with those of family
- also in TT loin de Silicon valley - a loner, stands out from the crowd

4. Prestige

Use of English slogan even in TT, shows:

- reliance on ability of target reader to understand English (cf computer programmes etc)
- reliance on technological cachet of English in this field
- reminder/ reassertion of origins of company

5. Value for money: (buzz words of modern marketing)

price

quality

reliability

support staff

-friendly, expert advice/ 5 fully trained sales representatives/ professional team/ superior aftersales support

-chargés de clientèle hautement qualifiés. Nous vous guidons, assurons un suivi irréprochable

- un service et un support exceptionnels,

- outstanding commitment and service (heading)

- customer satisfaction

achieve total c.s./ satisfaire pleinement les attentes de nos clients

6. Being free of debt/ in credit:: virtually debt-free/ pratiquement sans dettes

- good financial management

- good sales figures,

hence good/ desirable/ reliable product

7. Tradition/ traditional values:

- family cattle business// two brothers

- fourth generation/ fourth generation know-how

- customer advice/ support - personal service

Loss:

- maverick is far more domain specific than *non-conformiste*
- also stray - doesn't this give idea of wander off without aim rather than deliberate choice/ planned move
- possible loss of polysemy of trade name: may be interpreted only from within domain specific jargon
- heading , loss of concept of big+ important/ leader

Gain:

- introductory sentence to TT
- reference to Silicon valley
- *a l'instar de bien d'autres entreprises americaines*
- use of English slogan at end

Impact:

A good example of glocalisation:

1. Global:

myths/ metaphors/ images / photo's

prestige/ status - Fortune 500. Expected to be known to target reader or to be transparent ?also le premier fabricant

superiority - superlatives implied or overtly stated

Use of internationally known place names (Silicon Valley, South Dakota)

world-wide resources - stress range of contacts/ search for perfection

2. Local:

addition of further introductory sentence to TT

change Britain to France

Include English slogan in TT but not at same point in ST (see below)

Overall text function is preserved, with perhaps some loss of impact of ST due to loss of metaphor. Myths and values are those of the international business community therefore pose no cross-cultural problems. A good example of where the translator has tried to be aware of text type conventions and appropriate style, also to compensate for target language norms and to avoid significant loss of impact. The main loss or modification arises from the culture-specific basis of the ST, although the underlying myths are those of the international business community and should not pose a problem for the TL reader in accessing the global message.

A broadly functional approach with substitution of units of meaning at the level of concepts and associated values.

JACK DANIELS:

Introduction:

The texts are taken from folding brochures which contain photographs and maps. However, the texts constitute the introductory page of the brochure, where there are no images.

The company is of USA origin, with UK and European licensed importers and distributors. The distributing agent's marketing department organises the translation of the ST produced by the US Head Office. The instructions to the translator include the need for close reproduction of the order of presentation of information, in order to use the same format for the brochure. Preservation of the company image, as in the ST, is another prerequisite and precludes substitution of imagery or metaphors to achieve this. The translation is undertaken by an agency translator, who may or may not be a native speaker; quality control is also the responsibility of the agency.

The Difference in Jack Daniel's

Un Whiskey différent: Jack Daniel's

- modulation, transposition: shift from abstraction of a particular aspect, quality of the whiskey to application of this quality to the whiskey as a whole
- index in SL and TL: use of trade name; although's - apostrophe possessive may be taken as part of name by non-anglophone TL reader., this is compensated for later in the text by the mention of "our founder", giving cohesive link with name.
- US spelling of *whiskey* is repeated in TL as part of name - index for index

A Pictorial Introduction to the Spirit of Tennessee

Introduction illustrée à la fameuse eau de vie du Tennessee

- synonym: loss of play on words, the Spirit of Tennessee: loss of impact
- informativity, TL reader needs: *l'eau de vie* is brandy not whiskey, shows either attempt to play on words, compensation (icon for symbol) to retrieve polysemy of Spirit of Tennessee, or lack of careful checking (index for symbol)
- culture specific reference: State of Tennessee, not explained, TL reader familiarity assumed

We are always pleased and flattered to receive questions and comments from our interested friends of Jack Daniel's Whiskey.

Nous sommes toujours heureux et flattés de recevoir des questions et bien sûr, des commentaires de nos amis, amateurs du whiskey Jack Daniel's.

- terminology: culture specific use of *friends* to mean those who enjoy JD, appropriate TL term is *amateur de*

While we, of this generation, would like to take credit for originating the distinctive quality of flavor and smoothness of our whiskey,

Nous aurions aimé que l'origine ainsi que les qualités distinctes du goût (sic) et de la finesse de notre whiskey soient attribuées à notre génération:

- paraphrase: sentence structure difference, same intentionality: *while*, concession, is rendered by opposition, through use of colon to break sentence into two different parts

- transposition, acceptability; shift from gerund, *originating*, to noun, *l'origine*
- acceptability, misplaced accent on *goût* (*gôut*)
- transposition from Conditional Tense in SL to Conditional Perfect in TL, no real change of impact

our history will not allow it. For the story of Jack Daniel's is an old one.

l'histoire trop ancienne du Jack Daniel's ne le permet pas

- paraphrase, combination of two sentences, reversal of theme /rheme

The philosophy and procedures which guide the making of our product were set down by our founder over a century ago.

La philosophie et les procédés attachés à l'élaboration de notre produit n'ont pas été conçus par nous. Ils ont été établis par notre fondateur il y a plus d'un siècle.

- paraphrase of SL sentence to produce two sentences, no change in impact, informativity, intention. Slightly more emphasis by use of shorter sentence for second unit of information.

- explicitation to bring out opposition, (i.e.) not by us

- synonym, acceptability: why *élaboration* for *making*, with *produit* - is this an appropriate collocation ?

- modulation: shift from active role to associative one - *guide* to *attachés à* -

Our task, through the ensuing generations, has been to maintain and preserve them. It has not always been easy.

Notre tâche, à travers les générations successives, a été de les maintenir et les préserver; ceci n'a pas été toujours facile,

- paraphrase: different sentence structure, ST two sentences, TT one, linked by semi-colon

- cohesion: both use deictic for anaphoric reference

There have been temptations.

il y eut des tentations.

- appropriacy, informativity: shift in tense alters style and meaning, from on-going until present time to TL only in the past. Shift to more formal register by use of *Passé Simple*, perhaps for greater impact

Modern technology has offered appealing shortcuts - alternatives to the historic procedures practiced (sic) by our forefathers.

La technologie moderne nous a offert des alternatives aux procédés de nos ancêtres

- loss of information [*appealing shortcuts*]: synonym, *alternatives*, is more general in impact and in informativity

- acceptability: spelling mistake in SL has no impact on TT

- implicature - omission of verb *practise* in TL, simple possessive, *de nos ancêtres*

But, as Mr Daniel proclaimed so long ago,

**(nous aimons penser que nous sommes restés fidèles) au crédo que Monsieur Daniel a proclamé il y a longtemps:*

- explicitation to bring out underlying intention (analyst's brackets)

"Each day we make it, we will make it the best we can"

"Chaque jour nous le faisons et nous le ferons de notre mieux"

- paraphrase, modification of intentionality: shift from initial adverbial clause of time plus main clause to two co-ordinated main clauses, somewhat confusing given difference of tenses used in TL. Needed *où* or *que* after *jour* to bring out same intention as SL

- appropriacy, use of inverted commas to indicate quotation in SL and TL

We like to think we have been faithful to that motto.

**nous aimons penser que nous sommes restés fidèles*

- acceptability, inaccurate syntax: [almost fixed expression, j'aime à penser/ croire] :
nous aimons (à) penser

- acceptability, omission: lack of clarity of expression in TL, needed pronoun: *y*
sommes restés

Myths:

- The Spirit of Tennessee - personification of the State, link between state and whiskey as symbol of the state
- Value of tradition
- Preservation of heritage through resistance to change
- Modern Technology can be a bad thing

All recreated / used to form basis for TT

Metaphors:

- a story: with human interest, one man's achievements, the personal touch
- resistance to temptation/ preservation of the essence

also used in TT

Impact:

No real concessions to TL reader needs; the addressee is expected to appreciate SL style, tone, register. Perhaps acceptable to TL reader because of stress on status, cachet, imported product lends value to self-image of consumer, thus any loss of linguistic sign impact may be compensated for by associated values.

A mainly linguistic approach which detracts from the acceptability of the TT but probably overall still effective, although not completely adequate as a TL text.

MERIDIAN:

Introduction

Source and Target texts were supplied by the company, both in the form of glossy sheets which fitted into an information pack. The translation was undertaken by an agency and quality control was assumed to have been implemented by the agency, which claimed to use trained translators who are native-speakers of the target language.

A FOUNDATION FOR SUCCESS

LA CLE DU SUCCES

- different metaphor at work: ST is based on building, construction, starting point: TT takes metaphor of secret, of locked door, of a solution being given to a problem
- symbol for symbol

A sound financial base has always been a critical factor in business success.

La réussite commerciale d'une entreprise dépend en grande partie de sa solidité financière.

- transposition: tense shift from SL present perfect with *always* to TL present simple for statement of fact with no temporal element stressed, shift in emphasis from duration over time to statement of fact with no temporal element; no loss/ gain of impact.
- paraphrase due to transposition as described above, also TL preferred sentence perspective: sentence structure reversed from ST rheme/ theme to TT theme/ rheme, no loss of impact
- transposition, paraphrase, modification of impact: from adjective + noun to TL verb + adverbial phrase: *critical factor/ dépend en grande partie*; loss of element of urgency, loss of impact
- modified use of construction metaphor : *sound financial base / solidité financière* - index for icon
- implicature: two concepts of *sound*, adjective and *base*, noun, are rendered by single abstract noun, *solidité*, loss of metaphor but no change to impact/ informativity

If you have the money, you can more or less do what you want, when you want.

En disposant de ressources adéquates dans ce domaine, elle peut, dans une large mesure, faire ce qu'elle souhaite, au moment où elle le souhaite.

- paraphrase, transposition, modification of impact: loss of relationships, of concept of dependency or condition: syntactical shift from SL first conditional/ advb cl of condition to TL present participle preceded by *en.*, normally used to indicate the manner in which a purpose can be achieved. Gives effect of already possessing rather than needing to possess.
- modulation: shift in form of address from personalised SL second person *you* to more impersonal anaphoric *elle* + third person: also cohesion, anaphoric reference to *d'une entreprise* and subsequent use of possessive form *sa* in previous unit. Same effect of generalisation of statement but at a more formal level of register
- explication to bring out meaning: *the money / de ressources adéquates dans ce domaine*, possible gain of informativity
- again, idiomatic expression "*do what you want when you want* " is more economical than TL version: index for icon

- *more or less* / *dans une large mesure* : icon for icon but more specific in TL

Now there's another critical factor that underpins success - communications.

Mais aujourd'hui, un autre facteur clé de succès conditionne cette réussite; les télécommunications.

- cohesion: ST use of contracted form, *there's another factor*; TT ellipsis, *un autre facteur*
- slight modulation through use of collocations: *critical factor* (repeat) / *facteur clé* (urgency versus solution)
- cohesion through repetition, also explicitation: *facteur clé {de succès} conditionne cette réussite*
- explicitation, gain of informativity: *communications* becomes *les télécommunications*
- synonym: *aujourd'hui* for *now*

Rapid change is now a constant feature of business life.

Le monde de l'entreprise moderne se caractérise par la rapidité de son évolution.

- paraphrase, reversal of presentation of units of information: ST r/t to TT t/r
- transposition, acceptability: syntactical shift from vb to be + adjective + noun to TT prominal verb + prep [loss of concept of constant, perhaps implicature, held to be inherent in *se caractérise*]
- transposition, acceptability: syntactical shift: ST adjective + noun to TT the noun + *de* + possessive pronoun (anaphoric ref made possible by initial position of *le monde de l'entreprise*) + noun
- explicitation, insertion of extra adjective in TT: *moderne*, to stress up to date/ evolution

New problems and challenges are being thrown up every day,

Des problèmes et des défis nouveaux apparaissent chaque jour.

- transposition for acceptability: syntactical shift from ST passive phrasal verb to TT active intransitive analytical verb

but just as many fresh opportunities are also being presented.

Dans le même temps, ce sont des possibilités nouvelles qui sont offertes à qui sait les saisir.

- paraphrase,: change in sentence structure from two clauses in opposition linked by but, to new sentence which implies parallel occurrence but loses some of impact of opposition, although partially achieved by juxtaposition of two sentences
- acceptability, synonym with appropriate collocation: *fresh opportunities/ possibilités nouvelles*
- explicitation, insertion of extra relative clause in TT/ expansion for explicitation and stylistic acceptability: *à qui sait les saisir*
- cohesion/ informativity loss, omission of concept of comparison, *just as many*
- transposition for acceptability: parallel use of present passive but loss of continuous aspect of SL
- acceptability - loss: *dans le même temps*, should be *en*, not *dans*

Whether you are in a position to grasp the opportunities and quickly turn them to your advantage

L'aptitude d'une entreprise à profiter de ces opportunités et à les transformer en avantages déterminants

- modulation for cohesion: again shift from second person direct address to third person singular, personification of *une entreprise*
- transposition, modification of impact: substitution of prepositional phrase: personalised construction - subject *is in a position to* - becomes : *l'aptitude à* - impersonal construction
- loan word, loss of cohesive device: note use of *opportunités* here in TL, yet previous unit had *possibilités*: interference/ desire for variation élégante, but rather misses point / function of anaphoric deictic *ces*
- loss of informativity: omission of adverb, *quickly*
- explicitation of idiomatic expression: *turn them to your advantage* - *les transformer en avantages déterminants* - index for icon

depends more and more on the capability of your telecommunications system.

dépend, plus que jamais, des capacités de son système de communications.

- transposition, acceptability: shift from singular *capability* to plural *capacités* : index for index
- cohesion: again use of possessive pronoun, 3rd person, to refer to *entreprise* instead of your, second person

Not just the number of lines and telephones that it can support,

Ces capacités ne concernent pas uniquement le nombre de lignes et de postes téléphoniques que le système peut prendre en charge.

- explicitation of ellipsis of "not just", to main clause: *Ces capacités ne concernent pas uniquement le nombre de lignes et de postes téléphoniques* - index for icon
- synonym, explicitation: *support* - synthetic : to - *prendre en charge*, analytical verb form
- terminology: note *postes téléphoniques* for *telephones*

but how effectively it can unite your entire business. How much freedom it gives you to do what you want, when you want.

Ce qui est en jeu c'est, avant tout, l'efficacité avec laquelle il peut unifier l'ensemble de l'entreprise et la liberté qu'il vous procure.

- coherence, insertion of noun clause, *ce qui est en jeu, c'est...*
- change of sentence structure, paraphrase, no loss of informativity but potential loss of impact: comparison of *not only... but also*, ST first single sentence, brought out in TT by two sentences in apposition, linked by contrast, *avant tout*, which alters emphasis from equal status of two points to lesser and greater importance. Second sentence of ST is now linked to second part of first ST sentence to make a new second sentence in TT, perhaps giving more efficient presentation of two units of co-ordinated information together, in contrast with separate first unit of information
- however, this gives loss of emphasis as achieved by ellipsis of second ST sentence, with question form as reported
- transposition, noun for adverbial phrase, *efficacité*, *how effectively*
- loss of informativity and of cohesion through non- repetition of *how*: omission of *how much*

- Loss of cohesion: non-repetition of - *what you want, when you want*;; loss of stress on freedom of choice, partially compensated for by implicature through the use of two abstract nouns as preceding objects of relative clauses, *l'efficacité, la liberté*

Meridian I tears down the barriers to integration, bridging the technical gaps between different network communities around the world.

Meridian I est capable d'harmoniser des systèmes de toutes capacités en France ou au-delà des frontières, et de combler le fossé technique qui peut exister entre des réseaux différents.

- modulation: loss of aspect of aggression and emphasis on action, *tears down the barriers*;; in TL *est capable de* only carries stress on desired effect, not manner in which it is achieved
- modification of informativity through implicature, *barriers to integration*, to simple *harmoniser* - implicature/ EU jargon but loss of concept of obstacles
- modulation, modification of impact: ST stresses world market, TT stresses France first then rest of world in relation to France, *en France ou au-delà des frontières* - indices for icon: localisation of TT
- metaphor sustained, appropriacy through collocation: *bridge the gap/ combler le fossé*:. Metaphor of building links between units versus that of filling in gaps to achieve a complete/ whole single unit - icon for icon
- explicitation, acceptability, from preposition *between* to verb of state, *qui peut exister*
- synonym, implicature, from *network communities* to *réseaux*

Because it provides a gateway to carry out the necessary signalling conversions for world-wide connections

Parce qu'il tient lieu de passerelle pour effectuer les conversions de signalisation nécessaires aux connexions mondiales,

- shift in emphasis from *provide* to *tient lieu de* (serve as): index to icon
- similar metaphor of links, *gateway to* and *passerelle*, but one on land (ie between similar units) and one at sea/ in the air: symbol for symbol
- transposition, acceptability: syntactical shift: compound noun (gerund plus noun,) shifts to noun + *de* + noun

you can operate a global network linking Meridian 1 systems in different countries.

il vous est dès lors possible de gérer un réseau international reliant plusieurs systèmes Meridian 1.

- transposition: modification of impact: introduction in TT of a direct form of address, but still via use of third person impersonal, *il vous est possible*
- synonym, modification of informativity: is there a difference in scope between *global* and *international* ? Perhaps the translator used *international* to render implicit the concept of *different countries*,
- modulation, from *different countries*, i.e. plural number plus variety to emphasis on number of systems, *plusieurs systèmes*, not countries, no aspect of variety: change in intention
- cohesion: introduction of *dès lors* for anaphoric reference and explanation

But the most important gateway that Meridian 1 provides is the one to the future

Cependant, la passerelle la plus importante est celle que Meridian I vous propose pour le futur.

- modulation: ST explicates theme: *most important gateway* . TT explicates rheme: *(que M vous propose) pour le futur*
- possible modulation, shift in emphasis, as a result of different domain use of metaphor of type of access, gateway or bridge ? is there a difference in interpretation between *gateway to the future* and *passerelle pour le futur*: *pour* ; *to* = leading to, the link to, the only way to reach, whereas *pour* places emphasis on purpose
- cohesion maintained, repetition of *gateway/ passerelle*, also by use of relative pronouns *that/ celle* (TL syntax, acceptability)

Myths:

Life is constantly changing

Communication enhances performance in business

It is important to plan for the future

Life offers challenges/ obstacles

Opportunities have to be seized

Freedom of choice/action means being in a position to choose the right path

Values

Success is important and desirable

Freedom of action/ choice is important

Metaphors:

- The role of Communication :

Building links/ networks/ foundations

Bridging gaps

Communication is a pathway (the conduit metaphor) - There is a path to future success, through a communication network which acts as a gateway

These all form the basis of both ST and TT. There do not appear to be any truly culture specific references, perhaps due to the use of similar metaphors, also to the shared values and myths and the similar factual, informative function of ST and TT.

Impact:

Due to universals of business world aims/ expectations, this text will probably succeed despite some evidence of interference of SL register, approach (hard sell). A mainly functional approach with attention to criteria of textual structure, acceptability and cohesion, but some loss of informativity.

MINTON:

Introduction:

The texts were supplied by Royal Doulton Marketing Department, which is responsible for Minton ware.

The Source Text is produced by the Marketing Department and sent to a UK-based international advertising agency for translation by native speakers. The TT is then checked by a native speaker employed by the distributor in the target culture, but Doulton did not know whether the person doing the quality control would be a trained linguist or a marketing specialist.

This particular text has a dual purpose, to promote the company and to publicise the bi-centenary of this branch of Doulton. The ST relies heavily for coherence and cohesion on culture-specific references, situating the product firmly within the potteries tradition and proclaiming the lineage of Minton within this. The TT appears to assume that all of this contextual information will be familiar to the TL reader as no strategies have been adopted for ensuring that the same level of information will be accessible. It is thus likely that the overall impact of the text may function on a more descriptive and less associated/ symbolic level.

THE MINTON BICENTENARY 1793-1993 **LE BICENTENAIRE DE MINTON 1793-1993**

- TL reader needs, contextual knowledge: product name is used without any introduction in heading; either assumed TL reader familiarity with product or that function will be evident as this information is provided in main body of text
- transposition for acceptability: product name used adjectivally in apposition in SL; TL syntax requires use of possessive *de*

This year Minton celebrates 200 years of design, innovation and craftsmanship.

Cette année, Minton célébrera 200 ans de conception, d'innovation et d'artisanat.

- interference from SL, perhaps lessens TL acceptability: omission of definite article with name of company for initial presentation: might expect to find, *la société Minton*. Perhaps, however, this is a form of hybrid syntax which has resulted from translation by multinational companies (from English into other languages) since the same strategy is found in the Gateway (E-F) and Renault (F-E) and most of the other texts in the corpus
- transposition for greater exactitude of tense use, TL acceptability: tense shift, ST Present to TT Future Simple: slightly modifies focus from year as period of celebration to year during which a given event in time will occur
- synonym: the use of *conception* rather than loan word *design* (as used in Eurostar text) - perhaps to identify with tradition and reject innovation of neologism in the form of loan word
- coherence, impact: parallel use in ST/TT of abstract nouns, accumulation of list of 3 key qualities to be associated with product

Throughout its history Minton has been renowned for its unique and beautiful china.

Tout au long de son histoire, Minton a été célèbre pour ses porcelaines uniques et de toute beauté

- transposition, acceptability: shift from *china* as mass noun/ entire range of products = symbol of the company, within the Stoke conglomerate, and the company's reputation to *porcelaines* as count noun - shift from symbol to index

The Company was founded in Stoke by Thomas Minton in 1793, and continued under the direction of his son Herbert.

La Société a été fondée en 1793, à Stoke, par Thomas Minton, et à (sic) poursuivi ses activités sous la direction de son fils Herbert.

- acceptability: change in order of presentation of information, ST place/ agent/ time to TT time, place/ agent

- transposition ? syntactical error in TT, use of *à* (preposition) instead of *a* (auxiliary to form *Passé Composé*, third person singular of *avoir*): it is difficult to know whether this is a translator error or a simple typing error which was not found by the proof-reader during quality control

- culture-specific references: the TT makes no allowances for reader not knowing about difference between Stoke and Stoke on Trent (the Five Towns - home of the pottery industry). This results in loss of "added value" carried by the place name in terms of quality, tradition and longevity: index for symbol

Minton soon became one of the leading china manufacturers of the Victorian era, *Minton, qui est rapidement devenue l'une des principales manufactures de l'époque victorienne dans le domaine de la porcelaine,*

- paraphrase of sentence with insertion of relative clause for TL acceptability: reversal of theme/ rheme focus, modified impact

- transposition, acceptability: shift in focus from generalised time, *soon*, to time/ manner, *rapidement*

- transposition for acceptability: SL - *china manufacturers*, TL - (*l'une des principales*)*manufactures (de l'époque victorienne) dans le domaine de la porcelaine*: TL syntax cannot allow compound noun to be formed by pre-position of descriptive noun: icon becomes index

- Victorian era, *l'époque victorienne*: it is to be queried whether the ST iconic use of this noun phrase could be expected to have a similar symbolic value in the TL or whether its function becomes purely indexical. No explanation is offered to the TL reader, so there may be a resulting loss of cohesion and of reinforcement of the key qualities to be associated with the product. Symbol to index.

- synonym: perhaps some interference from SL, so that TL noun is used in same form as in SL, but this gives a shift in focus and a modification of information: TL *manufacture*: noun, place in which action takes place, whereas SL *manufacturer* is the agent (TL - *manufacturier*)

employing established British and continental artists and designers.

employait des artistes et des créateurs connus, originaires de Grande Bretagne et du reste de l'Europe.

- acceptability: relative clause is needed in TL as a result of paraphrase of sentence

- explicitation, synonym: *continental* - SL culture-specific use of this adjective to represent and refer to Europe and things relating to European countries: cannot be used in the same way in the TL, so explicitation brings out one of the many aspects of

meaning of this word, relating to geographical location - loss of other associated meanings: symbol becomes index

Queen Victoria herself described Minton as the "world's most beautiful china".

La Reine Victoria elle-même décrivait la porcelaine Minton comme: "la plus belle au monde".

- SL culture-specific reference to Queen Victoria: TL reader is given no contextual help, is expected to recognise name and know approximate duration of her reign: loss of impact through potential loss of informativity and associated values which lend cohesion to the ST. Symbol of Empire, tradition, power, family values, becomes index
- acceptability: TL uses *Imparfait* for continuing use/ habit where ST uses past simple to denote one-off event, perhaps more appropriate to introduce a direct quote
- synonym, perhaps for "variation élégante" for TL style, appropriacy: Minton becomes *la porcelaine Minton*.. Also cohesion, repetition of *porcelaine*.

The products made by Minton today link the designs and styles for which it is famous with the craftsmanship and heritage of the Company's history.

Les produits Minton d'aujourd'hui lient design et style qui font leur renommée, à l'artisanat et aux richesses héritées du passé de la Société.

- transposition: reversal here, with TT using name in apposition, *les produits Minton*, where ST uses passive, *made by*
- loan word: loan word *design* is used here; why not consistent with previous choice of *conception*? Perhaps another attempt at *variation élégante*
- transposition: ST has plurals, *designs and styles*, to designate the products of the action, while TT has singular, *l'artisanat* - more abstract concept of the act, not the products of the act: indexical signs to icon
- transposition: shift in syntax: *designs and styles* are object of famous in SL, but subject of *font* in TL
- explicitation, for appropriate synonym in context: *heritage*, singular, mass noun, becomes *richesses héritées*, plural count noun - a shift in information content here or in emphasis - icon to index

Myths in ST:

- Victorian era as exemplary of traditional values
- British Empire, under Victoria, era of greatness, tradition of family values

Values:

- History is good, symbolises quality of craftsmanship
- Heritage should be preserved

All of these are recreated in the TT. The first two are SL culture specific and do not have the same symbolic value in the TL. The second two would be more readily recognised and have a similar value for the TL reader as for the SL reader

Impact:

A similar form of overt vaunting of success and reputation in TT as in ST, which assumes that the company enjoys the same reputation/ extent of fame in TL culture as in SL culture. A PR exercise, not just product promotion but one which may lose impact in the TL due to lack of adaptation or explicitation of implied/ symbolic values and qualities for TL reader.

Perhaps due to constraints of lay-out, with all language versions adopting the same format, the approach appears to be mainly linguistic with inadequate attention to TL reader needs and sign-function.

OLD CHARM:

Introduction:

The company has amongst its employees several native speakers of French. The task of translation, according to the marketing department, is “taken care of” by these employees, who are not, however, trained translators but marketing experts or even a managing director. The people who do the translation are aware of the problems of culture-specific reference and even of terminology relating to types of furniture, but the company does not have a particular policy for dealing with such problems, leaving it to the individual translator to find some kind of “translation” i.e. a quasi-functional equivalent in the target culture, or else to repeat the SL word. The native-speaker who undertakes the task of translation is also responsible for quality control. Where there are particular brand names within the advertising material, these are left as such, with no explanations, even when making use of culture-specific knowledge.

Translation into other languages, where there is no native speaker employed by the company, is entrusted to an agency which is then responsible for quality control.

HISTORY IN THE MAKING:

UNE DIMENSION HISTORIQUE:

- modulation through transposition: ST stress on action, on-going. TT focus on quality, aspect, not action
- transposition: loss of impact of play on words of *history* and *making*: creation of furniture, becoming part of history and also recreating history through copies of designs of the past
- both ST and TT call on myth of history as linked to traditional craftsmanship/ quality plus history as lending authority by virtue of long experience
- substitution of icon for index

It is now more than 65 years since Herbert Wood set out to fulfil a dream.

Il y a déjà 65 ans, Herbert Wood réalisait un rêve.

- transposition: syntactic shift from single action in past related to present, to incipient incomplete action in past
- appropriacy: journalistic use of TL Imparfait for SL past simple
- transposition: tense change leads to shift in meaning from *set out to do* (action with a purpose) to *réalisait* (act of accomplishing purpose)
- synonym: analytical phrasal verb, *set out to*, becomes synthetic verb in TL, *réalisait*: modification of intention /timing

In 1924, at the age of 14, he founded in London's East End what has now become Wood Bros of Ware

En 1924, à l'âge de 14 ans, il fondait dans l'East End de Londres une société connue aujourd'hui sous le nom de Wood Bros. of Ware

- note use of *l'* before place name, East End : translator has retained English name without explaining its significance in TL, and dealt with this place name according to TL conventions for names of counties. Misplaced strategy for appropriacy and lack of consideration of TL reader needs in culture-specific context. Symbol to index

- appropriacy: why has the translator not put the company name in inverted commas, given that it is a proper name with no meaning in TL
- transposition: shift in aspect/ verb tense: again, note use of Imparfait in TL for Past Simple in SL - is the translator aware that this strategy/ use exists and wishes to use it regardless of appropriateness to context
- will TL reader be aware that Bros. is abbreviation for Brothers ? SL culture specific reference, TL index for icon

and has since built the Company into the UK's leading oak reproduction furniture manufacturer, a Company of true international renown.

qui est devenue la première fabrique de mobilier reproduction en chêne au Royaume Uni et qui jouit d'une réputation internationale

- paraphrase: acceptability: TT avoidance of co-ordination of two relative clauses of ST by use of past participle, *connu* followed by *et qui* + rel clause: but then this is repeated in second rel clause, *et qui jouit*, where ST places this information in apposition, linked by a comma
- loss of SL metaphor of building, creating, constructing, as TT simply states, *qui est devenu*
- aynonym, loss of emphasis: omission of *true*
- explicitation, acceptability: preposition, *of*, becomes verb phrase, *qui jouit de*

The dream which he had at that time was to produce a range of furniture which combined unique style with quality and practicality.

Le rêve de Herbert Wood était de produire une gamme de mobilier alliant esthétique, qualité et fonctionnalité

- implicature: which he had at that time: *était*
- transposition: relative clause, which combined, of ST replaced by present participle of TT, *alliant*
- lexis: does *esthétique* mean same as *unique style*: different focus, change of informativity
- *at that time*, omitted in TL, loss of anaphoric reference/ coherence

But above all the furniture had to be unaffected by time and fashion.

et ne se démodant jamais

- cohesion: economy allowed in ST by repetition / parallel use of present participle
- paraphrase of unit of meaning, implicature: pronominal *se démodant* for "be unaffected by time and fashion." Is there a loss of polysemy of - time- here, in that this could refer to being out of fashion (as stated in second half of sentence) but also to durability and resistance to wear and tear: index for symbol
- modulation through transposition: loss of sense of obligation of *had to*

Furniture which would, with care, actually appreciate with age - both financially and aesthetically..

Des meubles dont la valeur financière et esthétique augmenterait au fil des années d'entretien.

- acceptability: singular mass noun, *furniture*, becomes plural count noun, *des meubles*
- explicitation: synthetic verb *appreciate*: analytical construction - *dont la valeur augmenterait*

- loss of cohesion through repetition of *with* - *with care/ with age* : two different concepts linked, *au fil des années d'entretien* : icon for index

Our furniture has an enduring quality born out of the strength of the Tudor period which sets it apart from changing tastes and fashions.

La qualité durable de notre mobilier s'inspire de la solidité de l'époque des Tudor qui protège des vicissitudes de la mode.

- personification of *enduring quality* to become subject of pronominal verb, *s'inspire de*, instead of object of *has* - paraphrase of sentence and change of emphasis
- synonym, cohesion: *solidité*. recalls and acts as referent for furniture. Substitution of index for symbol, involving the loss of the figurative sense of strength (of the dynasty) by emphasising physical qualities
- cohesion: *set apart from* - reinforces idea of unique style, whereas *protège* refers to a different and more negative effect of reference to tastes and fashions
- synonym, modified impact: *vicissitudes* is more negatively emphatic than *changing tastes*

Truly built to last so that pieces made today will become the antiques of tomorrow.

La fabrication est telle que les meubles produits aujourd'hui seront objets d'art demain.

- idea of purpose in ST, built to last - NB so that: could be both purpose and result: in TT emphasis is on result : *telle que*
- lexis: does *objet d'art* mean the same to the TL reader as antique to the SL reader ?
- cohesion: loss in TL as *true* was omitted in earlier text segment and so no cohesion through *truly* - also omitted in TT

The predominance of hand craftsmanship gives Old Charm a distinctive and authentic appearance

La prédominance de l'ouvrage à main donne au mobilier Old Charm un aspect caractéristique et authentique

- explicitation of brand name by descriptive, *mobilier Old Charm*
- synonym, modification of impact: *distinctive* again reinforces concept of uniqueness/ set apart, whereas *caractéristique* is more generally descriptive

and the quality and the warmth of a more leisured age has given rise to the name by which the range is proudly known - Old Charm

et la gamme doit son nom à une qualité et à une chaleur d'autrefois.

- paraphrase, implicature: loss of dramatic effect of more extended ST sentence
- loss of information- *leisured age/ autrefois* - loss of implicit reference to craftsmen who had time to do a careful and artistic job: icon becomes index. Also, synonym, loss of emphasis, *the name by which ...proudly known/ son nom*
- analytical verb phrase, give rise to, replaced by synthetic *doit*, to reflect the change in sentence structure

Your first piece may be a wedding present or a retirement gift, an impulse or an extravagance.

Votre premier meuble sera peut-être un cadeau de mariage, ou de départ à la retraite, un achat impulsif ou une folie.

- explicitation in TL, from *piece* (choice of TL words makes for possible inaccuracy) to *meuble*, specific definition
- explicitation - an impulse - *un achat impulsif* : symbol to index

Whatever your reasons for starting you can begin your collection knowing that you have invested in something that will last a lifetime and beyond.

Quelles que soient les raisons, votre collection est un investissement dans quelque chose qui durera toute une vie et au-delà.

- loss: (*reasons*) for starting/ you can begin: (ie to collect pieces of furniture) - *raisons, votre collection*: shift in emphasis from act of purchase/ collection, to state of possession, importance of items not of person, loss of coherence through this omission, as *raisons* are not linked logically to anything in this sentence, nor by any overt cohesive device to preceding sentence
- acceptability: interference from SL style/ syntax ? ellipsis of ST - *and beyond* - does not seem to fit TL style - *et au delà*, would seem to require an object noun

Myths:

History represents tradition.

The past was a golden age

Things made in the past were more solid, more practical, yet aesthetically pleasing (implied criticism of contemporary styles and quality)

The Tudor era as symbol of solidity/ style/ durability

Craftsmanship implies and is equal to quality

People see furniture as an investment

Values:

In some contexts, lack of change is good and desirable

Work done by hand is unique, highly valued

Metaphor:

investment: finance/ solidity/ reliability/ appreciation in value
value for money depends on different qualities: aesthetic/ use/ cost/
durability/ authenticity

Impact:

TT relies on assumption that TL reader will be familiar with SL historical references and thus have access to implied product qualities by association. Possibly over-optimistic but there are sufficient lexical references to these qualities to avoid excessive loss of impact. Overall, however, the advertisement relies on culture-specific references to recreate values to be associated with the product and there is a lack of overt consideration of TL reader needs in relation to the recreation of these values and qualities through references in the TL. No compensatory mechanisms appear to have been adopted in this respect. An overall linguistic approach which mainly seeks to transfer units of lexis or syntax, although some attempt at appropriacy for TL style.

QUALCAST:

Introduction:

Qualcast International sends texts for translation to an agency which uses native speakers to translate into mother tongue. Employees of Qualcast who speak the target language operate an initial check on the translated text, which is then sent to the agent of the company in the relevant target culture for a final proof-reading. There are no instructions given to the agency with the source text. It was unclear whether there is any question of culture-specificity being taken into account when producing the target text and it was not possible to speak to the agency concerned.

Both source and target text form part of a multilingual brochure presenting a range of the company's products, consisting of text only, with the same format for all languages.

QUALCAST - THE REAL CHOICE

QUALCAST - LE CHOIX VÉRITABLE

- product name is repeated, according to TL conventions, but there is a loss of informativity and associated value from the two elements of the name - *qual* (for quality) and *cast* (as for cast iron, solidity, durability). Symbol for icon
- acceptability: change of word order, SL adj + noun, TL noun + adj

To satisfy the consumer's requirements

Afin de satisfaire les demandes des consommateurs en matière de tondeuses,

- acceptability, insertion of *afin de* with infinitive for idea of purpose, also emphasis recreated by use of initial position (intention)
- explicitation, context, additional information in TT, *en matière de tondeuses* to fulfil TL reader needs and explain function of product

it is important to offer a real choice: mowers which are really different.

il est important de leur offrir un choix véritable: des tondeuses qui soient réellement différentes.

- insertion of indirect object pronoun for anaphoric reference, cohesion - *leur*, reference to *consommateurs*

Through continuously monitoring and anticipating changes in consumer attitudes,

En étant attentif et en anticipant les changements opérés dans l'attitude des consommateurs,

- synonym: shift from action to state of attention: monitoring to *étant attentif*
- transposition, acceptability: from preposition + gerund to *en* plus present participle
- appropriacy, explicitation, *changements opérés*, greater specificity
- transposition: shift in compound noun structure from compound noun, consumer attitudes (comprising singular noun as adjective plus plural noun) to noun phrase, *l'attitude des consommateurs*,

Qualcast has designed a range

Qualcast a conçu une gamme

- synonym, appropriacy: avoidance of loan word *design* (noun), for which there is no corresponding verb in TL, leads to use of *conçu* for *designed* (verb)

to allow choice for each one of the three distinct groups

permettant de choisir dans chacun des trois groupes distincts

- transposition, infinitive of purpose replaced by relative clause introduced by present participle, shift in emphasis from action by the consumer to aspect/ quality/ property of the product but no real loss of impact
- modulation: ST has choice for each one... groups - implied for people: TL has *choisir dans.. groupes*, implying from range of products, therefore only indirectly for different groups of consumer taste
- lack of informativity, clarity: *permettant de choisir*, without indirect object; it is not clear who can choose

which have emerged over the last few years

qui se sont dressés au cours des dernières années.

- transposition, acceptability: shift from intransitive verb to passive voice, pronominal verb

Quick and Easy Mowing

Tonte rapide et facile

- acceptability, transposition: gerund form, *mowing*, replaced by verbal noun from *tondre* - *tonte*.

These people need to keep their grass down,

Le gazon doit rester court:

- modulation of perspective, loss of cohesion (*these people*): Appropriacy for TL culture: ST stresses potential consumer profile, whereas TT stresses end result, ie appearance of lawn
- transposition, acceptability: active phrasal verb+ object, *keep grass down* becomes intransitive verb, *rester* plus adjective *court*
- synonym: shift in lexis from *need* to *doit*, modification of speech act function, from wish to requirement, and of intentionality

and are interested in speed, good value, and safety rather than finish.

ce qui intéresse ces consommateurs est: la vitesse, un bon rapport prix/ qualité, et la sécurité plutôt que la finition

- paraphrase to ensure cohesion: co-ordination of two clauses in ST each with subject, *these people*: TT has two different subjects, *le gazon*, and noun clause, *ce qui...est* (why not *ce qui...*, *c'est* ?)

For them we offer our unique safety bladed electric rotary mowers

Nous proposons à ces personnes nos tondeuses rotatives électriques avec un système de sécurité unique à Qualcast

- ST economy by use of multiple preceding adjectives, requires explicitation in TL : safety -bladed becomes less specific, *système de sécurité*
- additional information for TL reader, *unique à Qualcast*
- *For them*, coherence, anaphoric reference, expanded in TL for acceptability: *ces personnes*

Good Looking lawns

Pelouses de belle apparence

- acceptability: omission of article before *pelouses* - may be due to interference from SL unit ? TL attempt to match ST units, more acceptable would have been - *de belles pelouses* or *des pelouses de belle apparence*

This group want a good finish, but seek to minimise the time spent mowing.

Ce groupe cherche non seulement à obtenir une bonne finition mais aussi à réduire le temps passé à tondre.

- explicitation - synthetic *want/* to analytical - *cherche à obtenir*
- synonym: loss of extent of action of verb: *minimise/ réduire*
- acceptability, transposition: gerund following *spent* becomes *à + infin*
- cohesion: *ce groupe* for *this group*

The lawn must look right - even if they believe that mowing is a chore.

La pelouse doit être exactement comme il faut - même s'ils pensent que tondre reste une corvée.

- synonym / lack of direct single equivalent for *right* (polysemy) : *exactement comme il faut* . Potential ambiguity of *look right* (may vary according to culture) is left similarly unequivocal in TL *exactement comme il faut* , to allow for TL reader interpretation, so no loss of impact
- appropriacy, replacement of verb *to be* with another verb, more specific *reste*

For those requiring speed and an even finish the Turbo 30, the Turbo 35 (electric rotary) or the Turbo 40 (petrol rotary) is the right choice.

Pour ceux qui recherchent vitesse et finition uniforme, la tondeuse Turbo 30, Turbo 35, (rotatives électriques) ou la Turbo 40 (rotative à essence) est le choix correct.

- loss of polysemy in TL: note two possible meanings for *right* in SL, this time different meaning from *to look right* (previous unit), thus different TL choice, *choix correct*
- terminology: *rotary* - *rotative*, similar form of syntax to describe implied subject, mower/ *tondeuse*

The Perfect Finish

La finition parfaite

- this heading is to be read as a complete unit, iconic representation of a single concept
- TL uses similar lexis but it is to be queried whether this sign still functions iconically or indexically in the TL culture - some assumption of shared values in relation to lawn appearance, although again, sufficiently ambiguous in TL to allow for culture-specific interpretation of what exactly is meant by this

Some consumers enjoy gardening and a perfect, fine-cut lawn is their main aim

Certains consommateurs aiment le jardinage, leur objectif : une pelouse parfaite, coupée avec précision.

- paraphrase: TT economy through ellipsis: *is* - replaced by initial position after comma, *leur objectif* plus colon
- acceptability: juxtaposition of two qualities of lawn in TL instead of list of preceding adjectives in SL
- synonym: *fine-cut*: loss of polysemy, *fine* could mean elegant, careful, precise, just right: selection in TL of appropriate quality/ aspect of meaning - *avec précision* : icon for icon but loss/ modification of impact

To satisfy their needs, Qualcast supply a full range of petrol, electric, and hand operated cylinder mowers.

Afin de satisfaire à toutes les demandes, Qualcast fournit une gamme complète de tondeuses cylindriques à main, électriques et à essence

- paraphrase: note change in order of presentation: does this reflect purchasing trends of target market or simply by chance ?
- explicitation, insertion of quantifier: *their needs* / *toutes les demandes*
- cohesion, substitution of *toutes les demandes* for possessive pronoun, *their* as anaphoric reference to the different groups listed

The Suffolk Punch range offers the ultimate in petrol cylinder mowing,

La série Suffolk Punch propose le summum en tonte cylindrique à essence

- ultimate/ *le summum*: TL uses loan word which has been naturalised from Latin by addition of definite article, parallel to SL use of definite article + adjective from Latin root, in idiomatic form of expression. Icon for icon, similar impact
- culture-specific reference: part of name of model is based on place, *Suffolk*, where factory is located - lost in TL. Also lost in TL is association of main word of name, *Punch*, with idiomatic expression “pack a punch” i.e., be effective, have impact. Icon to index.

while the Punch Classics provide an impeccable striped finish with the convenience of electricity.

alors que les modèles Punch classic fournissent une impeccable finition à rayures avec l'avantage de l'électricité.

- transposition, acceptability: past participle- *striped* - becomes prepositional phrase with noun, *à rayures*
- synonym, *avantage* for *convenience* : modified impact, different focus of meaning, implicature of convenience in more generalised term

The electrically powered Swift range combines efficiency with a remarkably quiet operation,

La gamme Swift électrique associe l'efficacité à un fonctionnement remarquablement silencieux

- synonym: *combine* to *associe* (link)
- quiet: informativity, context: does this reflect social code/ legal requirement/ customer preference in SL culture and will TL reader share this ?

whilst Panther and MX deliver

tandis que les modèles Panther et MX permettent

- modulation, ST has machine as direct actor, TT stresses aspect of tool to be used by human agent
- name, *Panther*, is sufficiently close to TL lexis, *panthère* to avoid loss of association with qualities of the animal of that name (grace, speed, silence): symbol to symbol

quality hand mowing

une tonte à main de qualité

- *hand mowing*, iconic reference to the kind of finish that used to be produced when cutting grass with a push mower. Impact will depend on the extent to which the target text reader may be familiar with this practice, i.e. on how long the target culture has valued a fine lawn: icon for icon

for all conditions

dans toutes les conditions

- informativity: this is equally relevant for the TLC
- (possibly) culture-specific preoccupation with appearance of the lawn all year round

Myths:

- Choice / safety/ convenience are all important
- Diversity of choice is possible within given standards of quality

These two myths are recreated in the TL on the (reasonable) assumption that they are common to SL and TL cultures

Values:

- People care about the appearance of their lawn as a social statement and for its aesthetic value
- People wish to have a good finish to their lawn all year round
- People who use lawn mowers care about noise, want to reduce disturbance, i.e. consideration of neighbours is important

The above values are not necessarily applicable to the same extent in the TL culture as in the SL culture so there may be a modified impact in terms of TL reader reception

Impact:

TT relies heavily on assumption of shared cultural values, but by so doing company may only reach a smaller market segment, without converting potential new users to a new attitude and additional perspective to the self-image/ socially desirable range of attributes.

A broadly linguistic approach with no consideration of TL reader needs and context of use, hence no real adaptation to TLC and less likely to achieve the same impact as the ST, although the linguistic forms and style adopted are acceptable and appropriate for TL conventions.

RENAULT:

Introduction:

Most translation work done for the Renault Corporate Communications Department, (Boulogne) apart from After-Sales literature which is handled by Renault's European subsidiaries, is sub-contracted to free-lance translators or to an agency, with just a couple of people being employed full-time as in-house translators. The in-house translators act as consultants for the whole of Renault, recommending translators with the relevant expertise for different departments, assisting with logistics, checking translations and sometimes actually undertaking the translation themselves. Renault have their own technical library of thousands of translated article and texts from trade magazines in German, Japanese, English and US English which are referenced and indexed to provide a key words database for the technical documentation department. Most documents received are for translation into English, with 60% of all translation work being from French into another language. Following the Renault alliance with Volvo, English has also become the official language for communication between the two companies.

In the specific case of advertising brochures (produced in four languages), these are translated by the in-house translators, one of whom is a native speaker of English, then sent to the European subsidiaries for adaptation. Sometimes both translation and adaptation are done in the subsidiaries.

The two texts analysed are able to adopt the same metaphor and exploit a similar degree of polysemy of lexis, using terminology and concepts from the worlds of transport and computers to give cohesion and coherence to the message.

INTELLIGENCE A BORD ON-BOARD INTELLIGENCE

- terminology: (aero-) nautical, fixed expression, used in car by analogy with other means of transport: also has associations of size, importance and advanced technology: *à bord*, *on board*, icon for icon

Un voyage plus sûr, plus rapide, et confortable...

Safer, faster, and more comfortable travel.

- acceptability: comparative used in TL as in SL, only difference is word order. Loss of cohesion as TL did not repeat *plus* before *confortable*, although this appears to be accumulation à la règle de trois in the SL and could be expected to be used in the same manner in the TL

c'est ce que proposera demain la voiture "intelligente".

The "smart car" will be with us tomorrow.

- loss of cohesion: omission of form of deictic, *c'est ce que* (=voici); lost in TL

- modulation: shift from *voiture intelligente* as actor, subject of *proposera*, to simple fact, *the smart car will be with us..* No real loss of impact.

- appropriacy: use of inverted commas to show neologistic use of "intelligente" (icon for icon). Repeated in SL but to surround two words which thus are shown to form a

single concept, although in fact *smart* can be used in collocation with other nouns in the TL as well - eg, smart card. Gain in impact, Icon for index

Pour cela, elle communiquera avec son conducteur, avec la route, avec les autres véhicules...

It will communicate with its driver, with the road and with other drivers

- modulation: in the SL the car communicates with other vehicles (ie like to like) but in the TL the car communicates with other drivers- shift of perspective, emphasis returns to people

- cohesion, acceptability: TL inserts *and* into list of three communicatees, TL syntax

Et prendra même certaines initiatives !

Sometimes it will even show it has a mind of its own!

- fixed expression, icon, translated by similar icon in TL

"RENDRE LA VOITURE INTELLIGENTE EST DEvenu UN IMPERATIF"

THE "SMART" CAR - THE INTELLIGENT WAY INTO THE FUTURE...

- loss of intentionality: ST statement is more urgent, by use of term *imperatif*, whereas TT simple states a fact

- paraphrase: use of *intelligente* in different collocation in TL, with *way* ; picks up SL term but in new combination - overall impact not affected

- transposition for appropriacy: shift from noun clause introduced by an infinitive to use of ellipsis, where action is carried by noun *way*

- interesting use of inverted commas in SL - perhaps intended to imply a quote from elsewhere, not repeated in TL, but used for neologism instead, also used differently to first instance of use, where both *smart* and *car* are inside the inverted commas. (This use is indexical, where the first was iconic).

Mode de circulation privilégié, synonyme de mobilité et de liberté, l'automobile est néanmoins facteur d'encombrements, d'accidents et de pollutions.

The automobile is the number one form of transport, synonymous with mobility and freedom. But it is also a major cause of congestion, accidents and pollution

- cohesion: accumulation of ST is repeated in TT

- paraphrase: reversal of information structure and breakdown into two sentences in TT; loss of appropriacy - although second sentence is a subordinate clause of opposition introduced by *but*, there is no main clause in that sentence.

- cohesion: ST has three plural nouns following *facteur de* , but TT has one singular noun and two plurals - no loss of emphasis but loss of parallel structure

Pour que son développement au sein de l'espace européen se poursuive de manière la plus harmonieuse possible, l'automobile doit aujourd'hui quitter son statut de simple "machine à rouler".

Harmonised development in the new Europe means that the car must cease to be a simple "engine on wheels"

- transposition: adjective *harmonieuse* becomes past participle, *harmonised* - action

- transposition, acceptability: adverbial clause of reason introduced by *pour* plus subjunctive in SL, by verb *means* plus infinitive in TL

- synonym: *quitter son statut de* is rendered more simply in the TL, *cease to be*

- *l'espace européen* refers to a (market-related) concept as well as to a geographical reality: the TL, *the new Europe*, attempts to do the same - the unit functions at the level of index for index but also with an iconic function as a single concept, icon for icon
- iconic transfer of compound noun; *machine à rouler* becomes *engine on wheels*

Elle doit "comprendre" la route et assister son conducteur.

and become capable of "understanding" the road and aiding the driver...

- paraphrase, cohesion maintained by conjunction *and* : unnecessary to repeat verb of obligation in TL
- appropriacy: *understanding* in inverted commas to show figurative or perhaps neologistic (computers and Artificial intelligence) use of this verb

Bref, devenir "intelligente".

In a word, it has to become "intelligent".

- cohesion, anaphoric reference required in TL to cover shift from SL infinitive to TL finite verb requiring subject, *it*
- transposition: from single word adverb to adverbial phrase: icon for index, *bref / in a word*

L'utilisation des technologies les plus avancées de l'électronique et de l'informatique

With the use of the latest electronics and computer technology,

- terminology: plural *technologies* becomes singular mass noun, *technology*
- synonym for *les plus avancées*: appropriate collocation for *technology* in TL is *latest*

permettra ainsi à l'automobiliste d'être informé directement dans son véhicule de l'état des routes, du trafic et d'être guidé dans son itinéraire.

the driver can receive constantly updated information at the wheel on the state of the roads and the traffic and be given help with his route

- transposition, modulation, modification of intention: following introduction of preposition *with* in previous unit, verb in this unit becomes active with *driver* as subject: SL passive, *être informé* - is shifted to TL active verb introduced by modal, *can receive*. Emphasis shifts from vehicle to user, state to actions. However, for the second coordinated clause the TL retains the SL passive form

Cette "intelligence" jouera également un rôle majeur pour la sécurité des usagers.

Smart car technology will also play a major part in improving safety for road users.

- explicitation of *intelligence* to *smart car technology*
- loss of inverted commas in TL as sign function has changed from neologistic index to descriptive icon
- same speech act: prediction for prediction, *jouera également un rôle majeur, will also play a major part*

Les systèmes développés seront en effet capable de "voir" au-delà du conducteur et même de le suppléer,

The systems under development will actually be capable of "seeing" for the driver and even taking over from him,

- cohesion, modified intentionality: SL past participle implies completed action or projected future completion of action, whilst TT stresses on-going work
- transposition, acceptability: SL *capable de*, plus infinitive becomes TL *capable of* plus gerund
- appropriacy: use of inverted commas for figurative use of "see " with car
- synonym, explicitation: TL replaces synthetic verb form, *suppléer*, with more precise phrasal verb, *take over from (him)*

en réagissant plus rapidement et plus sûrement que lui, dans des situations critiques de conduite.

as they can react both more quickly and more accurately than he can under critical driving conditions.

- change of intention through transposition: ST present participle, *en réagissant*, clause of manner, is replaced by TL clause of reason introduced by *as*
- acceptability, explicitation: SL comparative form of adverb *plus rapidement et plus sûrement que lui*, is expanded in TL to be more specific, *.....than he can*
- *situations critiques de conduite*, *critical driving conditions*.: alliteration maintained through compensatory strategy: icon for icon

En communication permanente avec les infrastructures (routes, centres de contrôle de trafic ...) et les autres véhicules,

They will be permanently on-line with both infrastructure communication centres (such as traffic control centres) and with other vehicles.

- paraphrase of sentence: ST starts sentence with prepositional phrase followed by main clause, whilst TT has two separate sentences.
- terminology: ST/TL corresponding use of computer jargon: *en communication permanente/ permanently on-line*: icon for icon but TT states computer link through choice of lexis, whereas ST is less specific (manner/ form of communication only understood through context)
- loan word in SL for this context (traffic) is not loan word in TL: use of definite article is made less specific by omission of article in TT - *les autres véhicules/ other vehicles*

l'automobile sera à terme une composante d'un système de transport intégré

The car will ultimately become a component in an entire integrated transport system

- transposition, acceptability: adverbial phrase, *à terme*, becomes single word adverb, *ultimately*: index for icon
- acceptability, transposition: use of prepositions: SL *composante de* becomes *component in*

- permettant une meilleure gestion du trafic - et non plus une entité indépendante et isolée.

and not just an isolated independent unit, which will provide greatly improved traffic management.

- loss of cohesion in TL with paraphrase/ reverse order of information in second part of sentence
- transposition, slight modification of intention: SL present participle, *permettant*, replaced by TL future verb, *will provide*

- terminology: *gestion de trafic* - domain specific jargon appears to have been adopted by analogy from business domain

Pour relever ce défi, les constructeurs automobiles et les organismes gestionnaires de la route se sont engagés dans de vastes programmes communs de recherche

To meet this challenge car manufacturers and road management authorities have all committed themselves to huge joint research projects

- icon for icon: fixed expression - *relever le défi*, *meet the challenge*
- icon for icon: jargon for jargon: *les organismes gestionnaires de la route*, *road management authorities*
- index for index: *constructeurs automobiles*, *car manufacturers*

qui déboucheront dès 1994.

which will begin to bear fruit in 1994.

- interesting translation/ interpretation of *déboucher* in a symbolic function for which it is not usually adopted. Symbol for index
- transposition, temporal adverb *dès*; difficult to render in TL in this particular micro-context, TL simply gives - preposition, *in*: loss of more precise information

Demain."

Just around the corner"

- cohesion: a kind of anaphoric reference to the date preceding this statement - 1994. Only valid if read before 1994, or else would need to change date or lose impact
- single word to close text, giving emphasis and impact, link with technology/ future/ *demain* is a temporal metonym for the future, whereas TL stresses physical proximity in space, not in time. However, TL expression can function iconically as temporal reference as well: icon for symbol

Myths:

- Increased use of technology is a benefit/ is inevitable
- Technology can relieve man of hitherto unthought of tasks, even those requiring intelligent analysis
- Such technology is not far-fetched and will be accessible to all very soon
- Such technology is desirable, will make life easier for the consumer/ motorist

These form the basis for ST and TT

Metaphor:

- the thinking machine as active communicator able to interact with and act on behalf of the human subject

This is recreated in the TT

Impact:

Both ST and TT appeal to the latest concepts in technological advances and since the text is aimed at a market well-used to the internationalisation of improvements in this domain, there should be equivalent effect in the TL despite some modification of impact through transposition, because of the metaphor and underlying myths used to give cohesion to the text.

Attention to sign function and to appropriacy for TL style ensures a functionally adequate TT.

ROLEX.

Introduction:

Rolex advertising texts are produced by an advertising agency, which then commissions the translation and is responsible for getting this checked, usually by a Rolex agent, who is a TL native speaker, in the target culture. Texts may be produced in different Rolex subsidiaries in Europe, so that English is not always the source language. Rolex UK do not have any direct involvement in the production of the TT nor in quality control.

The main feature of the Rolex advertising campaign is the parallel drawn between the qualities of the watch itself and the qualities of the famous person who is the focus of the advertisement, in order to demonstrate why successful people choose Rolex. There is, therefore, a kind of Rolex “formula” for the production of advertising material, one which transcends national, culture-specific references by taking as a point of reference internationally known figures. However, even within this international culture some language-based units of meaning will pose problems for the translator who wishes to respect the Rolex brief, take the “formula” as the model for the TT and recreate the impact of the ST.

For the text pair analysed, English is the SL and French the TL.

Severiano Ballasteros

Severiano Ballesteros et sa Rolex.

- explicitation: TT adds in name of product. Desire for specificity, and to direct attention to product. Perhaps an indication of expectation of TL reader knowledge regarding the product

A strong mind is his secret. A strong watch his choice.

La montre robuste d'un esprit fort.

- Paraphrase, implicature, loss of impact. ST has two sentences, one subject each, additional qualities of watch by analogy, *secret/ choice* - these references are lost in the TT

- a form of intertextuality, relying on knowledge of standard questions asked of famous persons, culture-specific contextual background: ST also recalls a question usually asked of successful people, “what is the secret of your success”, and appears to answer this unasked question. This association is lost in the TT

- cohesion: ST has parallel reinforcement, association of qualities of man with those of object: TT recreates this device

- transposition, word order of ST gives emphasis, reversal of usual, expected order of noun plus complement linked by verb *to be*: this is created in TL by ellipsis

- modification of intention: TT combines two sentences, two subjects into one sentence, subordinating the product to the mind by a possessive construction, where the ST has them both of equal value

- synonym: loss of impact and reinforcement due to loss of polysemy of *strong*: ST collocations impose different adjectives for *strong - robuste* and *fort*

- transposition, modification of intention: ST uses two indefinite articles, whereas TT uses definite article with *la montre*, as if no other choice possible

The Times calls it "arguably the finest last round in the history of the championship".
Pour le Times, ce fut sans doute "le plus beau final de l'histoire du tournoi"

- paraphrase, change in sentence structure and thus in emphasis: ST main clause becomes TT subordinate prepositional phrase, so that *it*, object of *calls*, main verb, becomes *ce*, subject of *fut*, main verb
- implicature, economy in TT, *final* for *last round*, but does it mean the same thing: possible polysemy may cause confusion and mislead due to ambiguity
- modification of intention, shift in tone/ intensity, from *arguably* to *sans doute*
- TT takes for granted that TL reader will be familiar with The Times, no explanation given of this culture-specific publication, may be transfer from symbol (quality press) to index (name only)

The man who played it called it "the best round of my life". Then went on to add: So far"

Son auteur s'en souvient, pour sa part, comme du meilleur parcours de sa carrière. Avant d'ajouter: "Pour l'instant"

- appropriacy in context, collocations: *auteur* seems inappropriate with *final*, when implied verb is *played*
- cohesion: repetition of object pronoun in appropriate TL form *called it*, to *s'en souvient*: : also, modulation through transposition, shift in time to Present Simple, as if quoting player's comment made now, longer after the event than implied by Past Tense of *called it* - greater immediacy/ impact ?
- synonym, explication: lexical shift, from *life* to more specific *carrière*
- transposition, same intention: *so far* to *pour l'instant*
- appropriacy: parallel use of direct quote in SL and TL, but loss of first quote in TT due to paraphrase
- acceptability, transposition, ellipsis: *avant d'ajouter*

In winning his third British Open Championship, Severiano Ballesteros had displayed, once again, the qualities

En remportant son troisième British Open, Severiano Ballesteros faisait une nouvelle fois preuve de ces qualités

- culture-specific reference: is this the official TL use ? TT presumes the idea that the British Open is a championship is to be taken as understood: why not use *Championnat* ? May simply appear to TL reader as a name, not perceived as an event: index for icon
- transposition: shift in tense from Past Perfect to Imparfait for journalistic description, also to stress simultaneity of two actions as indicated by preposition in plus gerund *winning*

that have caused so many of his peers to regard him as the finest player in the world.
qui suscitent l'admiration et le respect de bon nombre de ses pairs.

- transposition: again shift in tense from ST Present Perfect, *that have caused* - following on from temporal concept of *his life/ so far* (until now) to TT Present Simple for fact, *qui suscitent*., cohesion with earlier strategy
- modulation: shift in focus from *peers* as subject of *regard*, to two abstract nouns as object of *suscitent*, with the agents, *ses pairs*, as (passive) possessors of these qualities rather than active actors

- TT loss of information, omission of superlative - *the finest player in the world*

His game has always been noted for breath-taking drives and the kind of recovery shots that reveal a man who quite clearly does not know the meaning of the word "quit"

Son jeu a toujours été fait de drives impressionnants et de rétablissements spectaculaires, caractéristiques d'un homme qui ignore visiblement le sens du mot "abandonner".

- cohesion: co-ordination of two qualities of game linked by *and/*, *et*
- modulation through lexis: *noted for*, *fait de*
- loan word, *drives* : English sporting terms are often adopted in the TL
- cohesion: ST and TT establish parallel use of plurals : *drives/ recovery shots/ rétablissements*
- transposition, implicature: shift from relative clause, *the kind of shots that.....* to simple qualifying adjective - *rétablissements spectaculaires*
- synonym: correct use of *ignore* for *does not know*
- omission, modification of intention: adverbial phrase to single word adverb: *quite clearly* - *visiblement*
- synonym: ST has "quit" as implied Present Simple, "I quit": TT has used infinitive, *abandonner*. ST idiomatic use has been recreated in TT, same speech act of giving up the fight, same symbolic associations.

Since Seve was nine years old, practising clandestine golf strokes after hours on his home Pedrena golf course, his sheer mental stamina has driven him on to ever greater heights.

Depuis l'âge de neuf ans, alors qu'il s'entraînait en cachette sur le parcours de Pedrena proche de chez lui, sa grande force de caractère l'a toujours soutenu.

- acceptability, transposition: difference in ST and TT syntax for starting age requires different sentence structure, TT advb clause of time, ST noun phrase
- transposition, acceptability: ST present participle becomes adverbial clause of time introduced by *alors que* +Imparfait
- synonym: shift/ loss in intention : *en cachette* carries one of meanings of *after hours*, but loses time element of this
- synonym: loss of impact: (*mental*) *stamina* implies specifically persistence and endurance, which are not necessarily elements of more general *force (de caractère)*, which can be strength but not necessarily staying power
- loss of intention: *l'a toujours soutenu* refers to statement about character, not about result of this character in terms of achievement as described in ST : also loss of implication of constant improvement (*driven him on to ever greater heights*): index for icon
- implicature, cohesion: abbreviation of name implies familiarity in SL: TL omits use of name, modification of impact

Indeed, when asked recently what he thought was the most important characteristic of a would-be champion, Ballasteros said promptly: "A strong mind".

A un admirateur qui lui demandait quelle était la qualité la plus importante pour un futur champion, il répondit sans hésiter: "un esprit fort"

- transposition for acceptability, avoidance of passive voice: change of focus from being asked, to giving a reply: similar sentence structure, with introductory

subordinate clause, but shift from ST temporal to TT indirect object/ person qualified by relative clause as substitute for passive construction in ST

- transposition, acceptability: substitution of adverbial phrase, *sans hésiter*, for single word adverb *promptly* : index for icon
- cohesion, loss of *indeed*
- extra information in TT, *à un admirateur*

This single-minded search for perfection is reflected in the choice of watch he wears: a Rolex Day-Date.

Cette recherche constante de la perfection se retrouve dans le choix de sa montre: une Rolex Day-Date.

- name is unchanged in TL, even the English words Day-Date which describe the model. Perhaps this is because the reference is partially transparent - *date* has same form in TL. Icon, Has to be used iconically in TL if not a bi-lingual reader, but probably giving a single image, not dual information.
- transposition, acceptability, avoidance of passive, *is reflected*, in TL through use of pronominal, *se retrouve dans*

It is a beautiful time-piece; but it is as tough and uncompromising as his game.

Cette montre n'est pas seulement belle. Elle s'accorde parfaitement avec la supériorité et l'intransigeance du jeu de Severiano Ballesteros.

- paraphrase: one sentence becomes two in TT
- cohesion, opposition of two qualities presented in ST through repetition of *it* as anaphoric reference to watch, as subject of two verbs to be linked by *but*
- cohesion: similar concept of opposition in TT : anaphoric reference by repetition of word *montre* qualified by deictic *cette*, subject also of two verbs, *est* and *s'accorde*
- transposition: ST comparison by direct form, *as...as* : TT comparison through use of *s'accorde avec*
- ST uses two adjectives, *tough*, *uncompromising*, to describe game: TT has to introduce two abstract nouns, *supériorité*, *intransigeance*, as objects of verb, with possessive *de* to link these to the game as qualities of this
- synonyms: lexical shift from TT to ST with regard to qualities of watch/ of game: *supériorité* does not really give equivalent intention as *tough* : *intransigeance* probably gives a good dynamic equivalent of *uncompromising*

"It is a very strong watch", he says.

"C'est une montre extrêmement robuste" précise-t-il.

- acceptability: similar structure, only difference is that of TT use of more precise type of verb of saying

"No water or sand can get into it at all." A perfect match for any course.

"Étanche à l'eau, comme au sable"

- substitution of ST fixed expression for TT explanatory description- greater economy for same communicative value: icon for indices
- coherence, loss: however, shift in register from direct quoted speech to repetition of type of claim made by manufacturer, less credible in mouth of SB
- loss of impact, omission of comment in TT of second half of ST comment. This loss also entails loss of the impact derived from the play on words made possible by the polysemy of the word - *match*

No wonder. Severiano Ballasteros' Rolex possesses an impenetrable Oyster case and self-winding movement.

Ce qui n'est guère surprenant. En effet, la Rolex que porte Severiano Balleteros est protégé par un boîtier Oyster impénétrable et se remonte automatiquement à chaque mouvement du poignet.

- cohesion: introduction of noun clause for anaphoric reference, but loss of economy and possible modification of register, *no wonder*, *Ce qui n'est guère surprenant*
- transposition, possessive 's of ST is rendered more specifically by relative clause, *que porte*, thereby gaining information/ specificity omitted earlier by reverse use of these structures
- transposition: syntactical shift from ST *possesses*, active verb, to TT passive, *est protégé par* - intention to bring out more overtly the implied function of the case as in ST
- trademark, official name: English form of trademark/ name of case, is retained in TT - *Oyster*: use of SL term in TL will probably involve loss of symbolic value of oyster as : a. difficult to obtain from its natural environment, therefore rare and expensive; b. difficult to open/ penetrate; and c. containing something precious and rare: index for icon
- transposition, acceptability, syntactical shift: in ST Rolex is subject of active verb, *possesses*, whereas in TT we find two passive constructions with Rolex as object upon which actions are exerted : a) passive construction b) pronominal (ie passive substitute):
- explicitation due to lack of synonym in TT: compound adjective, *self-winding*, to TT co-ordinating clause: *se remonte automatiquement à chaque mouvement du poignet*.

Together they ensure one thing: however tough the going gets, the tough will always keep going.

Dans les pires conditions qu'impose le jeu, Severiano Balleteros poursuit imperturbablement sa course. Tout comme sa Rolex.

- modulation: shift in emphasis: *together* of ST becomes a comparison in TT, *tout comme*
- coherence: ST initial position to stress link between man and watch. TT uses initial position for concept of difficulty, and final position for emphasis on comparison man/ watch: also ST finishes with name of product, perhaps greater impact to compensate for loss of idiomatic expression.
- synonym: loss of potential ambiguity of reference: subjects of *ensure* could refer to both man and watch, but could also be read as being double subject in form of anaphoric reference to case and self-winding mechanism.
- cohesion: Ambiguity of *they*- allows more than one interpretation, not possible in ST because these properties were described through verbal constructions with specific subjects, not nouns which could apply to either watch or man or both
- explicitation: loss of idiomatic expression rendered by explanatory clause: also loss of impact through loss of idiom and repetition of *tough* and *going*: *Tough* : adjective/ plural noun: *going*: gerund/ gerund
- loss of intention, extension of reference: generalisation of "the tough get going" (a standard formula in Rolex advertisements in English) to apply to anyone wishing to

possess/ possessing similar qualities/ a similar watch in ST: shift to more specific reference to SB and his watch in TT: index for icon

Myths:

strength is good

the pursuit of excellence is desirable and dependent upon determination

Metaphor:

the game: persistence/ determination/ pursuit of excellence/ practice/

the man// the watch - parallel qualities

the oyster/ the watch - parallel qualities

battle/ struggle: competition/ match

dual nature/ appearances contrast or support inner qualities: the oyster: tough exterior.
secret/ hidden treasures

Both myths and metaphors form the basis for ST and TT

Impact:

This is a luxury product targeting an affluent market, so that the assumption of shared values and qualities of self-image works through the medium of a famous personality as someone to identify with on an international scale. The untranslatability of the name Oyster due to conventions for names means a loss of impact through loss of polysemy; also, the loss of some idiomatic expressions may diminish impact but overall coherence of ideas is maintained as is intratextual cohesion. A generally functional approach with attention to linguistic acceptability and appropriacy of style.

SAT:

Introduction:

Both texts were supplied by SAT from the Head Office in France. Translations are undertaken by an agency, which may or may not use native speaker translators. Proof reading and quality control is also done by the agency.

The subject is domain-specific, requiring appropriate recognised translations for terminology. Enquiries about terminology with experts in the field revealed some inconsistencies of use. It was also not possible to identify certain acronyms and the company was unable to confirm if those used in the TL were appropriate.

OPTRONIQUE ET TELECOMMUNICATIONS - LA SAT ANTICIPE L'AVENIR

ELECTRO-OPTICS AND TELECOMMUNICATIONS - SAT ANTICIPATES THE FUTURE

- terminology, acceptability for domain specific use: usual term is opto-electronics
- acceptability: use of Present Simple in TL fails to bring out the continuous aspect and modifies the intention from continuing action to statement of fact

Relier les hommes et les entreprises par des réseaux de télécommunications intégrant la voix, les données et les images,

Linking people and businesses through telecommunications networks, transmitting voice, data and image ...;

- transposition for acceptability: ST infinitive for present participle -ing form in TL : *relier/ linking*
- transposition, acceptability: ST use of definite article/ TT omission for generalisation, in both clauses
- synonym in context (?): different emphasis/ information: ST synthesis, *intégrant*: TT action, *transmitting*

permettre aux hommes de mieux se défendre grâce à l'optronique infrarouge, telles sont les vocations de la SAT.

Improving man's capacity to defend himself through the use of infrared technology, these are SAT's objectives.

- transposition, acceptability: similar use of syntax infinitive/ present participle
- synonym, modified impact: ST continues use of plural, *aux hommes*, for generalisation but as a group of individuals, whereas TT takes more abstract view of *man* as representative of mankind. form of metonymy
- cohesion, similar use of deictic - *telles sont, these are*
- paraphrase, use of punctuation: ST has one sentence with two clauses linked by comma and anaphoric use of *telles*. TT breaks sentence with colon, perhaps for greater emphasis plus initial deictic, *these*
- synonym: change of lexis, from *optronique infrarouge* to *infrared technology*: this may be stylistic variation, but it appears to refer to something more specific in the SL than in the TL, so there may be a loss of informativity: icon for icon but modified impact

Relevant chaque jour les défis de l'optronique et des télécommunications, les équipes de la SAT en ont fait un pôle d'excellence européen

By meeting the daily challenges of electro-optics and telecommunications, SAT's staff has made it a center (sic) of European excellence.

- slight modulation of perspective: ST present participle describes an action: TT is more specific, *by* + action as manner/ means/ cause of subsequent action
- transposition, acceptability,: ST adverbial phrase, *chaque jour*: concept of time is transposed into TL adjective *daily*
- acceptability: difficulty of translating the SL partitive *en* , *en ont fait*, TL substitutes *it* - loss of cohesion as it is not clear to what the pronoun *it* is intended to refer
- acceptability: American spelling of *center* may indicate translator training or else target audience
- transposition, acceptability; loss (minimal): difficulty of translating *les équipes*, plural count noun, which implies more than one group of staff or teams, into TL where *staff* is a mass noun

Entreprise française faisant partie du groupe SAGEM, la SAT a acquis une dimension internationale grâce à la maîtrise de technologies particulièrement performantes dans ses trois divisions:

SAT, a French company and a member of the SAGEM group, has achieved international status thanks to its expertise in high-performance technology in its three divisions:

- synonym, loss of impact, *dimension internationale* , becomes more general descriptor, *status*:: index for icon
- acceptability, insertion of indefinite article in TL where SL has zero article

DIVISION COMMUNICATIONS D'ENTREPRISE

BUSINESS COMMUNICATIONS DIVISION

- transposition, acceptability: TL parallel structure to SL but different word order for TL syntax

La maîtrise d'une gamme étendue de produits aux fonctionnalités variées, une compétence élevée de l'ingénierie de réseaux

The SAT's wide ranging, multi-functional product line and its great expertise in the area of network engineering

- acceptability, modified: use of definite article, the SAT, indicates interference from SL use
- acceptability: TL achieves greater impact through economy by use of compound adjectives preceding noun
- transposition, acceptability: SL use of definite/ indefinite article where TL uses possessive *its*
- synonym, appropriate collocation: *compétence élevée* / *great expertise*

permettent à la SAT de présenter une offre globale de moyens de communication

enable the company to offer a complete range of communications products,

- synonym: *offer* , *présenter*
- terminology (of business) collocation: *offre globale, complete range* : icon for icon

- synonym, modification of impact and intention: TT substitutes *products*. concrete object, for *moyens*, abstract /reference to means not form

intégrant la voix, les données, les images et répondant à tous les besoins des réseaux d'affaires

combining voice, data and image transmission, and to respond to the needs of business networks.

- lack of cohesion: ST co-ordinates two clauses introduced by present participle. but clumsy style in TL with one present participle, conjunction and followed by infinitive of purpose.
- implicature: loss of qualifier, *tous* (*les besoins*) becomes simply (*the needs*) in TT: perhaps the use of the definite article is meant to imply comprehensive inclusion

DIVISION TELECOMMUNICATIONS:

TELECOMMUNICATIONS DIVISION :

- acceptability, change of word order for TL conventions

Faisceaux hertziens, radiomobiles, réseaux de transmissions sur fibres optiques (SDH, ROF, RNIS...), gestions de réseaux,

Microwave links, mobile radio, fibre-optic transmission networks (SDH, FON, ISDN...) data communication, local networks, network management,

- terminology: *radiomobiles* - plural compound adjective, with noun understood (telephones/ moyen de communication) is not a compound noun, nor even compound consisting of noun plus adjective: logically the intended object in TL should be mobile phones or mobile communications. TT uses *mobile radio*, based probably on application of appropriate word order transfer from SL *radiomobile*. However mobile radio is not a common term in the TL: index for icon
- context: domain-specific references: no explanation is given in either text for abbreviations, so they must be intended for a specialist reader

la SAT maîtrise la technologie des réseaux de télécommunications publics ou privés.

SAT is an innovator in the field of technology for public and private telecommunications networks.

- synonym: shift in emphasis/ information, from *maîtrise*, polysemous: idea of superlative, also from dominate, overcome, get to grips with, to - *is an innovator*; specific use in relation to technology, therefore loss of potential polysemy
- acceptability: TT explicitation follows on from choice of lexis, *innovator* (*in*): from *la technologie* to *in the field of technology*

DIVISION OPTRONIQUE ET DEFENSE:

ELECTRO-OPTICS AND DEFENSE (sic) DIVISION:

- acceptability: spelling mistake, probably due to interference from SL

Caméras thermiques et autodirecteurs, systèmes de reconnaissance aérienne, veille et poursuite terrestre, navale ou aéroportée,

Thermal imagers, homing heads, air-reconnaissance systems, naval, ground and airborne(e) search and track systems -

- acceptability: *airborn* - this may be an American spelling or translator error in perception of precise etymology of homophone *born* (*bear/ borne*, but to be born, birth)
- synonym: misinformation due to inaccurate choice of lexis: *is search* the same thing as *veille*: surveillance would be more accurate in this context
- paraphrase, unit of information: different order of presentation of three means of surveillance and track ST: t/n/a: TT n/g/a

la SAT est aujourd'hui le premier constructeur européen d'optronique infrarouge.
today SAT is Europe's largest manufacturer of infrared electro-optics.

- intention: difference of position of *aujourd'hui/ today*, with greater emphasis in TL
- shift from *européen*, adjective, to *Europe's*, personification of European union ? index to symbol
- transposition, terminology: ST singular, *optronique*/ TL plural, *optics*

Myths:

- Modern society requires the capacity for self- defence:
- in this respect technology is good- man can master technology and use it to defend himself
- total defence relies on land, sea and air coverage
- communication is good, total communication is optimally effective in providing full defence cover

Metaphors:

- networks of communication
- defense of self/ nation/ total cover -
- communication/ defence
- the future as challenge
- building and construction
- the cosmos/ space as guarantor of future growth and development

Myths and metaphors are used in the TT as in the ST, based on the assumption of an international culture in this particular field in which knowledge is factual and shared by all members of the domain community, whatever the language

Impact:

Promotion of company image is achieved in similar manner in ST and TT, by use of impersonal constructions, personification of the company and listing of products and services. Since these refer to a technological domain, the jargon will be familiar to experts in the field and there is minimal likelihood of culture specific references causing problems. The main task for the translator is to ensure accuracy of terminology in the TL. A mainly linguistic approach with substitution of units of lexis and syntax as the prime focus. This would suggest that the translator is not working into mother-tongue or else that he or she has been affected by interference from SL conventions as a result of prolonged residence in the SL culture.

SNECMA

Introduction:

Both source and target texts were supplied by the French head office of the company. There was no accompanying information, other than that the source text is translated into different European languages by an agency in France. This agency's translators may or may not be native speakers of each target language; quality control is the responsibility of the agency

Although the text is presenting the company, the function is also to promote technical product. There is, in the ST, a degree of imagery and metaphor which is in keeping with appropriate SL style but which may not conform to the conventions for this kind of text in the TL.

Inventer le ciel

Advancing beyond today's skies

- modulation, different approach, metaphor - technology as creator, vs technology as discoverer
- explicitation: economy of ST, but concept too abstract for TL style
- synonym: unusual collocation in both SL and TL
- transposition, acceptability: SL infinitive to TL gerund
- symbol to symbol: the sky as symbol of the future, of communication in the context of telecommunications as well as by air travel.

Le ciel de demain sera différent du ciel d'aujourd'hui.

Tomorrow's sky will be different from today's.

- cohesion: ST introduces idea of *tomorrow*, whereas TT picks this up/ repeats from title
- *le ciel de demain, tomorrow's sky* : indexical transfer with same potential symbolic value

Anticipant l'avenir, les hommes et les femmes de la Snecma travaillent dès maintenant à inventer le ciel des générations futures.

Anticipating the future, the men and women of Snecma are already working to create the sky that future generations will know.

- acceptability, transposition: note SL use of definite article with name of company, not in TL
- transposition, acceptability: TL permits greater precision of verbal aspect by use of present continuous form, giving double emphasis where SL only has Present + *dès maintenant*
- cohesion and coherence: TT repeats metaphor of creation, *inventer le ciel*
- TL explicitation, *le ciel des générations futures*, in TL insertion of verb, SL agent of possession becomes subject of verb, *will know*

A la Snecma, l'innovation privilégie trois objectifs prioritaires: fiabilité, économie, écologie.

At Snecma, innovation puts a priority on three foremost objectives: reliability, economy and ecology.

- appropriacy: personification of *innovation* is rather literary for a TL document dealing with a technical product
- synonym, appropriacy for style: SL synthetic verb, *privilégie* becomes TL phrasal, analytical verb, *put a priority on*
- TL finds synonym for *prioritaire* - *foremost*, to avoid repetition of priority/ also no adjective from priority available in TL
- list of three, only one SL form (*fiabilité*) does not have transparent equivalent in TL

Voilà notre ambition, notre manière bien à nous d'inventer le ciel

That is our ambition, our own way of advancing beyond today's skies.

- cohesion: use of deictic *That* is less appropriate in TL than to use 'this' which gives anaphoric reference to concept immediately preceding deictic
- different metaphor, from *creation* to *exploration*, but symbol for symbol
- transposition, acceptability: *own*, for *à nous*
- explicitation, also cohesion through repetition, in TL, *today's skies* for *le ciel*

afin de concevoir et fabriquer des moteurs toujours plus performants, plus économiques et encore plus respectueux de l'environnement.

Our main purpose is to build ever more high-performing, lower cost and environmentally friendly engines.

- paraphrase: ST continues sentence with adverbial clause of purpose, *afin de* + infinitive, whilst TT opts for new sentence and overt statement of word purpose as subject / complement of verb to be + infinitive
- synonym: loan word in SL, *performante*, is taken back in same form into TL, with addition of adjective/adverb *high* to form compound adjective. This is not appropriate term for TL context and indicates a degree of interference from SL
- cohesion: comparative structure retained in TL except for third/ final compound adjective
- synonym: attempt to create parallel structure in listing of adjective forms results in inappropriate selection: *lower cost* does not function successfully as a compound adjective

Fabriquer le ciel

Building the sky

- same metaphor SL/TL, of construction
- acceptability, transposition: SL infinitive becomes TL gerund

Quand on fabrique des moteurs d'avions, la fidélité et la créativité sont de rigueur.

Precision and creativity are essential when you are building aircraft engines

- metaphor continues, as if *sky* is concrete product
- modulation, appropriacy: ST impersonal *on* vs TT personalised address, *you*
- paraphrase: reversal of order of presentation ST theme/rheme, TT rheme/theme - both give emphasis by initial or final position although TT has possibly slightly greater impact
- substitution of single word adjective *essential* for fixed prepositional phrase in SL: *index for icon*

- synonym: problem of polysemy of *fidélité* - analysis of contextual use of *fidélité* appears to have led to choice of *precision* as most appropriate for context

Fidélité absolue à des cahiers des charges exigeants; fidélité pour reproduire à l'identique pièces et procédés, fidélité pour garantir une fiabilité totale.

Precision, to guarantee total reliability: precise compliance with demanding specifications, precise reproduction of identical parts and processes.

- paraphrase gives different emphasis to information through restructuring of sentence
- cohesion: retention of alliteration of *pièces et procédés/ parts and processes*
- transposition, acceptability: infinitive in SL becomes verbal noun in TL - *reproduire/ reproduction*, following as second object of verb to guarantee

Créativité ensuite. Pour tous les hommes de la Snecma, même l'acte le plus minutieux est l'objet de créativité. Créativité pour optimiser les performances, diminuer les coûts de production et enrichir les tâches.

Creativity, to maximise performance, reduce production costs and make each task more rewarding. For everyone at Snecma, even the tiniest gesture is a creative one.

- paraphrase - reversal of order of presentation of information. SL ellipsis in initial position is more effective in terms of impact
- synonym, appropriacy: analytic verb group replaces single word, *enrichir*, with *make more rewarding*

Voilà notre ambition: fabriquer des moteurs toujours plus fiables, plus économiques et plus respectueux de l'environnement.

Our ambition is to go on building environmentally friendly engines which perform better and cost less

- loss of cohesion, omission of deictic *voilà* in TL
- paraphrase, loss of impact also through conversion into single sentence and loss of initial noun group plus colon
- transposition, acceptability: shift from comparison of adjectives to comparison of adverbs in two out of three, with third being placed before noun according to TL norms
- synonym: shift in emphasis from *respectueux* to *friendly* - a) fixed expression but b) reflects mental attitude to environment, world in which one lives: icon for index

Servir le ciel (SNECMA)

Serving the sky

- transposition, acceptability: shift from infinitive to gerund
- coherence: sky as metaphor for telecommunications/ airwaves and so indirectly to transport: symbol for symbol

Servir le ciel, c'est d'abord être à l'écoute de ses usagers.

Serving the sky means first and foremost listening to its users

- cohesion: deictic, anaphoric reference, *c'est*, replaced by verb, *means*
- transposition, acceptability, infinitive to gerund, also synonym, shift from analytic to synthetic: *être à l'écoute* to *listening*
- substitution, adverbial phrase *first and foremost* for adverb *d'abord*: index for icon

- lack of cohesion: does *usagers* refer to communicators across the airwaves or air travellers - only becomes clear from next section, with reference to safety

C'est se soucier de leur sécurité, de leur bien-être.

It means caring about their safety and well-being

- transposition, acceptability: infinitive to gerund
- cohesion: TL links two co-ordinated concepts with *and*, where SL uses juxtaposition plus comma

Plus de 150 compagnies aériennes et une quarantaine de forces aériennes dans le monde utilisent nos moteurs. Pourquoi ?

Over 150 airlines and about 40 airforces worldwide use our engines. Why ?

- synonym: *-dans le monde* becomes single word, *worldwide*
- appropriacy: similar rhetorical question, *why ?*

Parce qu'à la Snecma, on ne conçoit pas seulement un produit, on fabrique aussi un service.

Because at Snecma we don't just design products: we provide service.

- appropriacy: shift in register from more to less formal: SL *on*, TL *we*
- SL retains building metaphor, whereas T reverts to metaphor of service
- synonym: SL *service*: polysemy exploited: used as count noun (recalls, *rendre un service*, also *Le service* for department or section, as well as public service: TL *service* no polysemy in this context, used as mass noun - loss of impact

Cela nous oblige à rester proches de nos clients, et à anticiper leurs attentes, parfois avec plusieurs années d'avance.

That is why we stay close to our customers and anticipate their expectations, sometimes several years ahead.

- modulation: ST has intention of obligation, whereas TT presents explanation
- cohesion: *cela/ that* - similar anaphoric reference

Servir le ciel, c'est donner la priorité à un plus grand respect de l'environnement,

Serving the sky means giving priority to a clean environment

- cohesion, *c'est* replaced by *means*
- implicature: TL contraction from *un plus grand respect* (reflects mental attitude) *de l'environnement*, to simply, *clean environment* (concrete fact)/ repeat of earlier use of same collocation/ expression

c'est être le garant d'une propulsion toujours plus sûre, plus économique et plus performante.

and always seeking safer, cheaper, more efficient means of propulsion.

- cohesion: ST co-ordination through repetition of *c'est*, achieved in TL by use of *and*
- acceptability: word order, adjectives listed before noun in TL, after in SL
- synonym: *efficient* for *plus performante* : more appropriate for context than previous TL term for *performante*

Myths:

- Safety and performance are top priorities

- technological advances are desirable
- user as customer is in privileged position
- need to satisfy customer requirements
- importance of environmental issues
- belief in man's ability to control his environment and his future

Metaphors:

- investment in the future - performant/ performances/ économie/ fiabilité
- creation + sky - like Genesis
- building / aircraft/ the future
- the cosmos/ space as guarantor of future growth and development

All of these myths and metaphors are recreated in the TT

Impact:

A kind of hybrid text combining promotion of the company image with technological information, aimed at a wider audience perhaps than simply professionals in the field, through the emphasis on the environment.

Some unusual collocations, eg 'serving the sky' makes the TL appear strange/ inappropriate, evidence of interference, rather too metaphorical for TL, given the subject matter of technological advancement. The message is conveyed but perhaps not in the most natural TL forms or style, some incongruity of expression will result in loss of immediate impact, although this may in itself serve to attract the reader's attention.

A linguistic approach which results in transfer of language units into sometimes inappropriate or unacceptable TL syntax, lexis and style. This would suggest that the translator is not working into mother-tongue.

SUNEXPRESS:

Introduction:

This text was translated from the SL by an SL native speaker. The translator worked for an agency which deals solely with free-lance translators who work regularly for this agency in a specialist domain computer-related texts. This particular target text for a catalogue was, it appears, the result of a "rush job" which did not benefit from sufficient time in the production and quality control of the TT.

Some of the less appropriate choices in the TL can be attributed both to the lack of time and to the constraints of space imposed by the catalogue format, which required substitutability of unit for unit within a specific allocation of space on the page.

NEW LOOK

NEW LOOK

- loan words, Same title in ST and TT. Aimed at computer/ information technology market, presupposes certain level of command of English on part of TL reader. Typical of this specialised domain/ lexis, also typical of contemporary French, (esp, le Look, and new) to use English to add cachet . Icon for icon

Welcome to the Autumn 1993 issue of SunExpress now even easier to use.

Voilà l'édition automne 1993 de SunExpress, encore plus facile à utiliser.

- modulation, appropriacy: SL more personalised, welcoming, TL more impersonal
- appropriacy: y ST does not have comma after name, this is corrected/improved on in TT

We've been listening to what you, our customers, have to say about the Catalogue

Nous avons écouté les conseils de nos clients concernant le catalogue

- transposition, acceptability: note shift of verbal aspect from Continuous to Simple, from ongoing process to result/ fact
- cohesion: again, ST has more direct form of address, *you, our customers*, than TT . simply, *nos clients*
- ST has noun clause for object, TT achieves same effect by use of noun, also more economic *what you, our customers, have to say* becomes *les conseils de nos clients*: index for icon
- appropriacy: Catalogue has capital c in ST, lower case in TT

and incorporated some of your suggestions into a new look layout.

et nous avons incorporé quelques unes de vos suggestions dans notre nouvelle présentation.

- cohesion: note TT repetition of pronoun plus auxiliary, *nous avons* (not in ST)
- cohesion, loss of impact but appropriacy for TL style (variation): ST repeats title, *new look layout*, whereas TT summarises meaning

(List format similar in ST and TT)

* At the top of some of the pages are pictures of our telesales representatives, so you'll be able to see who you're talking to when you call SunExpress.

* *Au sommet de certaines pages se trouvent les photos de nos télévendeurs, ainsi vous pourrez voir à qui vous parlez, lorsque vous appelez SunExpress.*

- acceptability, transposition: TT uses pronominal verb of location, *se trouvent* where ST uses vb *to be*

- synonym: TT more economic in formation of single word neologism - *telesales representatives*, becomes *télévendeurs*

- transposition, acceptability: ST continuous aspect - *talking-* becomes simple form - *parlez*

* We've added our telephone and fax numbers to each page

* *Nous avons ajouté nos numéros de téléphone et de fax à chaque page*

- transposition, acceptability: same sentence structure, only change is in position of word -*number-* plus qualifiers, *de téléphone et de fax*, to comply with TT syntax

* The "How to Order" section is now next to the order forms at the rear of the Catalogue

* *La section "Comment commander" se trouve maintenant au dos du bon de commande, à la fin du catalogue*

- transposition, acceptability: again, *se trouve* for *is*

- modulation: ST has *next to* whereas TL has *au dos de*. This is not reflected in different lay-out, which means that TL may be less helpful to reader

* Pages are colour co-ordinated too - making it easier to find the information you are looking for.

Les pages sont ordonnées par couleur pour faciliter vos recherches

- SL has more efficient and economic neologism, compound adjective [Noun+past participle] whereas TL requires adverbial phrase following past participle [preposition+ noun]

- paraphrase, perhaps due to need for transposition, SL gerund becomes TL infinitive and thus affects sentence structure

- unit for unit, implicature: *making it easier to find the information you are looking for, pour faciliter vos recherches* - TL economy with no loss of informativity and potentially increased impact

All this makes ordering much simpler.

Tout cela facilite le passage de commande.

- cohesion; different sentence structure, but both introduced by anaphoric reference: all this/ *tout cela*

- transposition, acceptability: SL gerund to TL verbal noun, *ordering* - *le passage de commande*

Of course, some things haven't changed.

Bien sûr, certaines choses n'ont pas changé.

- acceptability, transposition: *some*, quantifier/ partitive in SL, becomes *certaines*, quantifier in TL

SunExpress is still packed with hundreds of top quality products,

SunExpress est toujours plein de centaines de produits de qualité,

- transposition for synonym: *:packed with* [past participle + preposition] becomes *plein de* - adjective + preposition
- synonym: surface structure loss of superlative: top quality becomes *de qualité*
- appropriacy: change of register, possibly inappropriate - *plein de* is perhaps more familiar, less formal register

many featured for the first time.

plusieurs étant offerts pour la première fois.

- transposition, from passive past participle to TL present participle passive
- *for the first time, pour la première fois* : icon for icon

8. In this issue look out for **PC-NFS** and the brand-new X-Terminal from Sun for your SPARC/Solaris networks. It's called the **SPARCclassic X**.

Dans ce numéro, intéressez-vous à PC-NFS et au tout nouveau terminal X de Sun pour vos réseaux SPARC/Solaris, le SPARCclassicX.

- synonym: earlier we found *édition* for issue, now it's *numéro* [variation]
- modulation of perspective through synonym: *look out for* [action] becomes *intéressez-vous* [less pro-active]
- terminology: acronyms and names are culture-specific but have to be transferred in the same form in order to identify the product. If the acronyms consist of terms which are known to the SL reader, the TL reader may lose an element of informativity, unless he or she is also familiar with the SL term and what it stands for. It could be assumed that this will be the case, since the TL reader is using the catalogue to find out about a specific type of product from a specific domain of use.

And remember. Products you see inside this issue of SunExpress are available within five days or less by calling one freefone number. Our telesales representatives are waiting for your call.

Notez-le bien, les produits offerts dans ce numéro de SunExpress sont disponibles en cinq

jours au plus en appelant notre numéro vert. Nos télévendeurs attendent votre appel.

- paraphrase: shift in structure from short sentence composed of *and* + imperative, to main clause (imperative + adverb) in apposition to new information, which serves as noun clause object to imperative verb, with cataphoric reference
- cohesion, this whole clause supplied by object pronoun *le* attached to imperative in TL
- modulation: shift also in emphasis of action: ST requires more effort, have to *remember*, whereas TL invites to *note*, notice/ observe
- transposition, less usual to find this strategy from SL to TL, active to passive voice: ST active - *products you see*, becomes TL passive, *produits offerts*, less involvement of reader, emphasis on role of catalogue
- informativity: ST says 5 days or less, TT gives this as maximum, *au plus* ; there may be practical reasons for covering this from different angle - delivery time/ availability e.t.c
- synonym repeated for cohesion: again, one word neologism - *télévendeurs*
- transposition, acceptability: loss of continuous aspect necessitated by TL syntax- *are waiting-* becomes *attendent*
- culture specific term for shared concept: *freefone* (sometimes written freephone) / *numéro vert* : icon for icon

The advantages of buying from SunExpress:

Les avantages offerts par SunExpress

- modulation: again, more active involvement of action on part of reader in ST. more emphasis on service offered in TL
- appropriacy, *advantages of buying* - impersonal factual approach, becomes personalisation of SE plus passivisation

ORDERING IS SO EASY

SunExpress gives you three easy ways to order. By phone, by fax or by post - the choice is yours. We even pay for the cost of your phone call or fax.

COMMANDES SIMPLES

SunExpress vous offre trois manière(sic) simples de passer commande. Par téléphone, par fax ou par courrier, le choix vous appartient. L'appel téléphonique ou l'envoi de fax et (sic) même gratuit

- same sentence structure for first two sentences, except that:
- *dash is replaced by comma in TL - appropriacy:
- *possessive pronoun *yours* is replaced by main clause with more specific verb of possession in apposition to initial main clause, also giving direct address to customer *le choix vous appartient* - explicitation for acceptability
- modulation, cohesion with earlier choices: third sentence shift of emphasis from more personalised and active SL *we pay* to more impersonal, factual, self-effacement in TL *l'appel est... gratuit*. Loss of verb, replaced by adj
- synonym: substitution of *simples* for *easy* - same implied result but slightly different group of family relationships between possible synonyms for each
- acceptability - two typing errors not picked up (c.f. - sic)

LOW PRICES

Low catalogue prices, special offers, quantity discounts plus educational packages and promotions combine to make SunExpress products exceptional value

PRIX BAS

Prix catalogue bas, offres spéciales, réductions en quantité, offres Education et promotions font des produits SunExpress des affaires exceptionnelles

- terminology in context is not appropriate: *prix bas*, better to use *abordables*. Is this to do with the constraints of space/ page lay-out?
- acceptability in TL: why capital letter for Education? Overcompensation
- synonym: *affaires exceptionnelles*, again close to SL form, perhaps to fit lay-out, but more appropriate would have been *un excellent rapport qualité-prix*
- cohesion: accumulation of advantages in list for ST and TT

FAST DELIVERY

We know that you like delivery as soon as possible. Delivery to your door is in five working days or less - currently 98% of all shipments arrived within 3 days.

LIVRAISON RAPIDE

Nous savons que vous appréciez des livraisons aussi rapides que possible. La livraison chez vous s'effectuer en 5 jours ouvrables au plus, 98% de nos livraisons arrivent sous 3 jours.

- cohesion: shift in approach: here TL follows SL in personalised approach, both with reference to supplier and customer.

- transposition, acceptability: use of pronominal to avoid passive; TL avoids use of simple *est* which does not bring out underlying intention.
- appropriacy: again, dash is replaced by comma
- transposition, no real change in impact: SL has *all shipments*, TL personalises, *nos livraisons*
- note change of tense, *arrived*, statement of past fact to *arrivent*, statement of present fact, habit, to correct inaccurate SL which uses adverb for present time, *currently*, with past verb
- synonym: lexical substitution of adjective *jours ouvrables* for SL collocation of gerundive plus noun *working days*: index for icon

PRE-SALES TECHNICAL SUPPORT

Our knowledgeable team of telesales representatives is ready to take your order and provide pre-sales technical advice should you need it.

SUPPORT TECHNIQUE PRE-VENTE

Notre équipe de télévendeurs est prête à recevoir vos commandes et à vous fournir des conseils techniques préalables en cas de besoin.

- synonym: *pre-vente* would appear to be a neologism coined by analogy with *après-vente* - not familiar to native speakers consulted
- informativity, intention: omission of word *knowledgeable* in TL
- transposition: TL uses plural *commandes*, where SL has singular
- cohesion: repeated, correct use of neologism - *télévendeurs*, also more economic than TL
- cohesion, TL makes more impersonal comment, *en cas de besoin*, where SL addresses customer, - *if you need it*

12 MONTHS WARRANTY

All hardware products featured in SunExpress have a full 12 month return to depot warranty. To ensure you receive the best possible service, we despatch the replacement product before you send the old one back. And it's free both ways.

12 MOIS DE GARANTIE

Tous les produits matériels vendus par SunExpress bénéficient d'une garantie totale de remplacement de 12 mois. Pour vous fournir le meilleur service possible, nous vous livrons le produit de remplacement avant de recevoir l'ancien, sans frais.

- paraphrase: sentence structure same as in SL, except where TL links SL short final sentence to preceding one, and in doing so, achieves greater economy but loses some of emphatic impact, as well as losing sense of "both ways", as the TL version could be understood to refer only to delivery of replacement product
- synonym: note change of lexis resulting in shift of emphasis/ focus. from *featured in* (ie catalogue) to *vendus par* (ie company)
- modulation: also, SL implies that company has quality control for service, ie *to ensure* whereas in TL this becomes more direct purpose, *pour vous fournir*, ie no intermediary or control mechanism implied. TL is more economic
- modulation: shift in focus on responsibilities: TL involves action on part of both SE (we despatch) and customer (you send)
- concept for concept, icon for icon: *full 12 month return to depot warranty, d'une garantie totale de remplacement de 12 mois.*

How to use this catalogue

Comment utiliser ce catalogue

- same structure, how + infin + demonstrative + noun

You'll enjoy browsing through the SunExpress Catalogue, but if you need to find products in a hurry just refer to the Contents on p4. Part number and alphabetical indices can be found on pages 90-96

Il est plaisant de parcourir ce catalogue SunExpress, mais si vous devez trouver des produits rapidement, reportez-vous à la table des matières page 4. Les index alphabétique et par références se trouvent aux pages 90-96

- cohesion: repeated shift from personal address to reader in SL to impersonal third person, *il est plaisant de*, followed by return to direct address, second person *vous* for conditional and imperative as response to conditional

- modulation: *devez* to translate *need* - different modal/ auxiliary gives change of emphasis, somewhat inappropriate to situation

- acceptability: loan word, note English plural *indices*, left in singular form in TL *index*

- transposition: avoidance of passive by use of pronominal verb to describe location- *se trouvent* for can be found. Also contributes to distancing from reader by factual comment rather than invitation to look in order to find

When you're ready to order, simply turn to page 92. This is our "How to Order" section which has full ordering details plus an order form should you require one.

Lorsque vous êtes prêt à passer commande, reportez vous à la page 92, où se trouve la section "Comment commander" contenant tous les détails nécessaires, plus un bon de commande en cas de besoin.

- paraphrase: sentence structure different in that two SL sentences have been joined in TL by use of adverbial clause of place introduced by *où*

- loss of adverb - *simply*- in TL

- transposition: relative clause with verb - *has* - is replaced in TL by present participle *contenant* - economy typical of TL, and reverse strategy is often necessary from F to E

- synonym: shift of emphasis - *ordering details* becomes *détails nécessaires*; reader expected to make link/ association between *commande* and *nécessaires*

- transposition: clause of condition - *should you need one*- becomes adverbial phrase in TL - *en cas de besoin*: icon for icon

Remember to look out for these helpful symbols throughout the Catalogue

Cherchez ces symboles dans le catalogue

- implicature- imperative, but far more economic in TL, where imperative plus phrsal verb infinitive of SL becomes simple one word imperative in SL: loss of admonition, recommendation for active effort of *remember*

- omission, affects intention: loss of adjective - *helpful*- from TL

- transposition: *dans* does not give same effect as *throughout* - SL more comprehensive/ exhaustive

Localised product versions available.

Version nationalisée

- SL attempts to parallel TL by use of past participle but in doing so changes meaning from localised - "one adapted to local needs", to *nationalisée* as in nationalised (eg

formerly private, as used to describe industry or services): inaccurate indexical transfer evokes different associated values in TL

- implicature: availability stated in SL, left as understood in TL

New product or latest version

Nouveau produit ou dernière version

- synonym, inaccurate TL choice: *nouveau* means new as in different, and *neuf* new as in never seen/ offered/ available before

Save on bundled product offerings

Economisez sur un ensemble de produits

- domain specific term - *bundled*- replaced by more general term in TT, *ensemble*: index for icon

Reduced prices

Prix réduits

- synonym, plural retained in TT, indicated by agreement for number of past participle

Useful extra information

Informations supplémentaires

- loss of information, adjective *useful* not translated, perhaps due to constraints of space

Special educational offers available

Offre spécial Education

- appropriacy - why capital E in TT

Call for product pricing and availability

Appelez-nous pour connaître le prix et la disponibilité

- cohesion: loss of alliteration of product pricing in TT

Myths:

- Important for computers to be User-friendly - accessible to consumer
- Value for money is essential
- Ease of use/ access to information is important for everyone
- Customer service is important

Impact:

- personalised approach in SL is mitigated by mix of personal and more formal, impersonal constructions more appropriate to TL style
- informal register, use of second person and contracted forms (you're / we're) in ST confirms SL approach, also use of imperative, sometimes reiterated in TT
- lot of short sentences, one item of information per sentence, for speed of reading, reinforcement of each point, easy access to information required
- constraints of space/ lay-out/ photographs

Not very successful as a text in TL. Possibly a kind of hybrid of forms of address due to different texttype conventions, with the SL exerting interference on the production of TT. This may also be the result of the lack of time available, (according to

information received from text provider) and/ or to lack of translation competence, particularly when also operating within constraints of space and time. A linguistic approach which may be adequate for the task but does not produce an acceptable TT in terms of language and stylistic conventions.

APPENDIX THREE

TABLES

**PAGE
NUMBERING
AS ORIGINAL**

	A	B	Sheet1	D	E	F
1	SUMMARY TABLE:	ALL TEXTS				
2		IMPACT				
3		constant	gain	loss/ omission	modification	total
4	A.Text function	yes overall				
5						
6	B.Textual Criteria:					
7	TT Structure					
8	B.i.Intertextuality		1		4	5
9	B.ii.Coherence	Yes overall	1			1
10	B.iii.Cohesion	78	10	24	14	126
11	TL Reader Needs					
12	B.iv.Context	7	3	10	3	23
13	B.v.Appropriacy	59	4	10	16	89
14	B.vi.Acceptability	116	4	26	13	159
15	ST/TT relationship					
16	B.vii.Informativity	3	27	40	9	79
17	B.viii. Authorial Intention	8		3	26	37
18						
19	C. Units of Meaning					
20	C.i.Linguistic Analysis					
21	1. loan word	13	3	6	5	27
22	2. calque	1				1
23	3. literal	9	1	10	10	30
24	4. transposition	133	7	11	45	196
25	5. modulation	25	2	8	51	86
26	6. cultural equivalent					0
27	7. adaptation					0
28	8. functional equivalent			1	1	2
29	9. descriptive equivalent	2			2	4
30	10. official translation	22	1	2	5	30
31	11.compensation	11	1		1	13
32	12.implicature	14	1	7	9	31
33	13. explicitation	44	19	3	5	71
34	14. translation couplet				1	1
35	15. synonym	49	4	26	46	125
36						
37	C.ii.Discourse Analysis					
38	Speech Act function: (SAF)					
39	content: (ct)	2		9	3	14
40	e.l.u	6				6
41	d.l.u	6	1	1	3	11
42						
43						

	A	B	Sheet1	D	E	F
44	IMPACT					
45		constant	gain	loss/ omission	modification	total
46	C.iii. Semiosis - Sign Function					
47	Icon	35	1	5	4	45
48	Index	14			1	15
49	Symbol	8		2		10
50	Icon to Index	13	4	11	11	39
51	Icon to Symbol		1	1		2
52	Index to Icon	9	3	4	9	25
53	Index to Symbol		2		2	4
54	Symbol to Icon	1		1		2
55	Symbol to Index	2		13	2	17
56						
57	D.Paraphrase					
58	Unit of meaning	6			2	8
59	Sentence	24	2		14	40
60	Text Segment	4			1	5
61						
62	F. Intercultural Transfer					
63	Metaphors	33	1	8	3	45
64	Myths	85		4	3	94
65	Values	13			3	16
66	Culture Specific References	9	2	16	14	41
67						
68	SUMMARY					
69	E. Overall Impact					
70	Informativity	on balance, informativity is constant but with some loss or modification occurring				
71	Speech Act Function	constant for all texts				
72	TL Reader Needs	overall attention to TL reader needs ensures constancy of impact for most texts despite some loss or modification				
73	Sign Function	overall balance between constancy and loss or modification				
74	Intercultural Transfer	mainly constant but some loss of impact in places				
75	Global text function and Structure	constant despite instances of loss or modification of impact				

	A	B	Sheet1	D	E
1	TEXT NAME	TRANSLATOR PROFILE	TRANSLATION SITUATION	TRANSLATION BRIEF	OVERALL APPROACH
2		ns=native		as known or	F = FUNCTIONAL
3		speaker		as it appears to	L = LINGUISTIC
4		of SL/ TL		be	
5					
6	4T	A ns/SL	A.i.	3.ii	F
7	ADP	B ns/TL	B.ii.	3.ii	L
8	APPLE	A ns/TL	A.i.	3.ii	L
9	AUSTRALIA	A ns/TL	A.ii.	3.ii	L
10	AVIS	A ns/TL	A.ii.	3.ii	L/F
11	BARCLAYS I	A ns/TL	A.i.	3.ii.	L
12	BARCLAYS II	A ns/TL	A.ii.	3.ii.	L
13	CHRISTIAN IRELAND	A ns TL/SL	A.i	3.i.	L
14	CLERMONT	D ns/SL	D.ii.	3.ii.	L
15	CS HOLDINGS - E	A. ns/TL	A.i.	3.iii.	L
16	CS HOLDINGS - F	A. ns/TL	A.i.	3.iii.	L
17	EFMA	A. ns/SL	A.i.	3.ii.	L
18	EUROSTAR	A. ns/TL	A.ii.	3.iv.	F/L
19	EUROTUNNEL	B. ns/SL/TL	B.ii.	3.iii	F/L
20	GATEWAY	A. ns/TL	A.ii.	3.ii.	F
21	JACK DANIELS	A. ns SL	A.ii.	3.ii.	L
22	MERIDIAN	A. ns/TL	A.i.	3.iv.	F
23	MINTON	A. ns/SL	A.ii.	3.ii.	L
24	OLD CHARM	C. ns/TL	C.ii	3.ii.	L
25	QUALCAST	A. ns/TL	A.ii.	3.ii	L
26	RENAULT	D. ns/TL	D.i.	3.ii/iii.	F
27	ROLEX	A. ns/TL	A.ii.	3.ii.	F
28	SAT	A. ns SL or TL	A. ii.	3.ii.	L
29	SNECMA	A. ns SL or TL	A.i.	3.ii.	L
30	SUNEXPRESS	D. ns/SL	D.i.	3.ii.	L

TEXT NAME	OVERALL APPROACH	SUMMARY OF SUCCESS OF APPROACH
F = FUNCTIONAL L = LINGUISTIC		
4T	F	lack of appropriacy and acceptability in places
ADP	L	closely follows SL but generally acceptable
APPLE	L	some interference from SL, generally acceptable
AUSTRALIA	L	generally successful
AVIS	L/F	generally successful
BARCLAYS I	L	generally successful
BARCLAYS II	L	lack of acceptability of TL but works overall
CHRISTIAN IRELAND	L	generally successful despite some culture-specific problems for TL reader
CLERMONT	L	lack of appropriacy and acceptability
CS HOLDINGS - E	L	generally successful
CS HOLDINGS - F	L	generally successful
EFMA	L	some lack of acceptability for TL
EUROSTAR	F/L	generally successful
EUROTUNNEL	F/L	generally successful
GATEWAY	F	generally successful, some loss of imagery and symbolic sign function
JACK DANIELS	L	not completely acceptable for TL but works overall
MERIDIAN	F	generally successful
MINTON	L	some lack of acceptability but adequate for purpose
OLD CHARM	L	some lack of acceptability but adequate for TL function
QUALCAST	L	TL acceptability but not completely adequate for TL function
RENAULT	F	generally successful and adequate for function
ROLEX	F	generally successful and adequate for function
SAT	L	generally successful and adequate for function but some lack of acceptability
SNECMA	L	lack of acceptability, not completely adequate for function
SUNEXPRESS	L	lack of acceptability, not completely adequate for function

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	4T		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function				
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality		1 (possible)		
9	B.ii.Coherence				
10	B.iii.Cohesion	6		1	
11	TL Reader Needs				
12	B.iv.Context		1		
13	B.v.Appropriacy	1			
14	B.vi.Acceptability			1	
15	ST/TT relationship-constant				
16	B.vii.Informativity		4	3	
17	B.viii. Authorial Intention				
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal				
24	4. transposition	1			2
25	5. modulation	2	1	2	1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				1
30	10. official translation				
31	11.compensation	1			1
32	12.implicature				2
33	13. explication	4	2	2	
34	14. translation couplet				
35	15. synonym	1		1	
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)			3	
40	e.l.u				
41	d.l.u	2			

	A	B	C	D	E
42					
43	4T	IMPACT			
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon			2	
47	Index				
48	Symbol				
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon	1		1	1
52	Index to Symbol				
53	Symbol to Icon			1	
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence		1		1
60	Text Segment				1
61					
62	F. Intercultural Transfer				
63	Metaphors	3			
64	Myths	1 1			
65	Values				
66	Culture Specific References				
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	balanced, some gain, some loss			
71	Speech Act Function	some loss			
72	TL Reader Needs	Yes overall			
73	Sign Function	modified, some loss			
74	Intercultural Transfer	Yes overall			
75	Global text function	Yes overall but modified global impact			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	ADP		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence	Y Overall			
10	B.iii.Cohesion	2		1	
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	1			
14	B.vi.Acceptability	6			
15	ST/TT relationship-constant				
16	B.vii.Informativity	2	2	2	
17	B.viii. Authorial Intention	1			
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque	1			
23	3. literal	1		1	
24	4. transposition	5			
25	5. modulation	1			
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent	1			
30	10. official translation/terminology	1		1	
31	11.compensation	1			
32	12.implicature			1	
33	13. explicitation	1	1		
34	14. translation couplet				
35	15. synonym	2			1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				1
40	e.l.u	1			
41	d.l.u				

	A	B	C	D	E
42					
43	ADP	IMPACT			
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	2			
47	Index	3			
48	Symbol				
49	Icon to Index	3			
50	Icon to Symbol				
51	Index to Icon			1	1
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths	5			
65	Values				
66	Culture Specific References	2			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	balanced			
71	Speech Act Function	Yes Overall			
72	TL Reader Needs	Yes Overall			
73	Sign Function	balanced			
74	Intercultural Transfer	mainly successful			
75	Global text function	Yes Overall			

	A	B	C	D	E
1	SUMMARY TABLE		TEXT:	APPLE	
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence	Y			
10	B.iii.Cohesion	2	1	2	
11	TL Reader Needs				
12	B.iv.Context	Y Overall			
13	B.v.Appropriacy	Y Overall			
14	B.vi.Acceptability			3	
15	ST/TT relationship-constant				
16	B.vii.Informativity	1		2	1
17	B.viii. Authorial Intention	Y Overall			
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal	1			
24	4. transposition	2	1	2	1
25	5. modulation	1		2	2
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/terminology				
31	11.compensation	2			
32	12.implicature	1		1	
33	13. explicitation	1			
34	14. translation couplet				
35	15. synonym			4	1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)	1			1
39	content: (ct)	1			1
40	e.l.u	1			
41	d.l.u	1		1	1

	A	B	C	D	E
42					
43	APPLE		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	1		1	
47	Index				1
48	Symbol				
49	Icon to Index	1		1	
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths	4			
65	Values				
66	Culture Specific References			2	
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Yes Overall			
71	Speech Act Function	balanced, mainly constant, slight modification			
72	TL Reader Needs	Yes Overall			
73	Sign Function	some loss of iconic impact but balanced overall			
74	Intercultural Transfer	balanced, mainly constant			
75	Global text function	Yes Overall			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	AUSTRALIA		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence	Y			
10	B.iii.Cohesion	4	1	3	
11	TL Reader Needs				
12	B.iv.Context	Y Overall		2	
13	B.v.Appropriacy	2	1	2	
14	B.vi.Acceptability	2			
15	ST/TT relationship-constant				
16	B.vii.Informativity		1	2	
17	B.viii. Authorial Intention	Y			1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	4		3	3
22	2. calque				
23	3. literal				1
24	4. transposition	6			1
25	5. modulation	2	1	2	2
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent			1	
29	9. descriptive equivalent	1			
30	10. official translation	1	1		
31	11.compensation				
32	12.implicature				
33	13. explication	2	2		
34	14. translation couplet				
35	15. synonym	1+1 metonym		1	1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				1
40	e.l.u				
41	d.l.u				1

	A	B	C	D	E
42					
43	AUSTRALIA		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	3			
47	Index	2			
48	Symbol	1			
49	Icon to Index	1		1	
50	Icon to Symbol				1
51	Index to Icon	1	1		
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index			1	
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	1			
64	Myths	2			
65	Values	1			
66	Culture Specific References		1	6	
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Yes Overall			
71	Speech Act Function	Yes Overall			
		Yes Overall	some		
72	TL Reader Needs		modification		
		Yes Overall	some		
73	Sign Function		modification		
		Yes Overall	some		
74	Intercultural Transfer		modification		
75	Global text function	Yes Overall			

	A	B	C	D	E
1	SUMMARY TABLE	AVIS			
2			IMPACT		
3		constant	gain	loss/omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence		1		
10	B.iii.Cohesion				
11	TL Reader Needs				
12	B.iv.Context	2			1
13	B.v.Appropriacy	2			
14	B.vi.Acceptability	1			
15	ST/TT relationship-constant				
16	B.vii.Informativity		2		
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal				
24	4. transposition	6	1		1
25	5. modulation	2		1	1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation	1			
31	11.compensation	1			
32	12.implicature				1
33	13. explication		1		
34	14. translation couplet				
35	15. synonym	3			
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u	1			
41	d.l.u	1	1		

	A	B	C	D	E
42					
	AVIS	constant	gain	loss/ omission	modification
43					
44					
45	C.iii. Semiosis - Sign Function				
46	Icon				
47	Index	2			
48	Symbol				
49	Icon to Index	1		1	1
50	Icon to Symbol				
51	Index to Icon	1			
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				
60	Text Segment	1			
61					
62	F. Intercultural Transfer				
63	Metaphors			2	2
64	Myths	4			
65	Values	3			
66	Culture Specific References	1			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y			
71	Speech Act Function	Y			
72	TL Reader Needs	Y			
73	Sign Function	Y			
74	Intercultural Transfer	Y			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE				
2	TEXT: BARCLAYS II				
3	IMPACT				
4	A.Text function	constant	gain	loss/ omission	modified
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence	1			1
10	B.iii.Cohesion	2	1		2
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	8		1	2
14	B.vi.Acceptability	8	1		1
15	ST/TT relationship-constant				
16	B.vii.Informativity	1	1		1
17	B.viii. Authorial Intention	1			3
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	1	1		
22	2. calque				
23	3. literal		1		1
24	4. transposition	14	1	1	3
25	5. modulation				3
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				1
29	9. descriptive equivalent				
30	10. official translation/terminology	4			
31	11.compensation				
32	12.implicature	4		1	1
33	13. explicitation	2			1
34	14. translation couplet				
35	15. synonym	3		1	1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u	1			

	A	B	C	D	E
42					
43	BARCLAYS II		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	2			
47	Index				
48	Symbol				
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				1
58	Sentence	1			
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths				
65	Values				
66	Culture Specific References	2			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y/ OVERALL			
71	Speech Act Function	Y			
72	TL Reader Needs	Y/OVERALL		some loss	
73	Sign Function	Y			
74	Intercultural Transfer	Y			
75	Global text function	Y OVERALL			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	BARCLAYS I		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	2		3	
11	TL Reader Needs				
12	B.iv.Context				1
13	B.v.Appropriacy	2			
14	B.vi.Acceptability	4			
15	ST/TT relationship-constant				
16	B.vii.Informativity			5	3
17	B.viii. Authorial Intention				
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word			1	
22	2. calque				
23	3. literal	1			
24	4. transposition	7		1	4
25	5. modulation	2			6
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation	1			
31	11.compensation				
32	12.implicature			1	
33	13. explicitation	5	2		
34	14. translation couplet				
35	15. synonym	7	1		1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)			3	
40	e.l.u				
41	d.l.u	1			1

	A	B	C	D	E
42					
43	BARCLAYS I		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	1			
47	Index	1			
48	Symbol			1	
49	Icon to Index			1	
50	Icon to Symbol				
51	Index to Icon	2			1
52	Index to Symbol				1
53	Symbol to Icon				
54	Symbol to Index			1	
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				
60	Text Segment			partial	partial
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths	3			
65	Values				
66	Culture Specific References			1	
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity			Y	
71	Speech Act Function	Y	Overall, but some loss		
72	TL Reader Needs	Y			
73	Sign Function	Y			
74	Intercultural Transfer	Y			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	CHRISTIAN IRELAND		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				2
9	B.ii.Coherence				
10	B.iii.Cohesion	1			
11	TL Reader Needs				
12	B.iv.Context			4	
13	B.v.Appropriacy	2		1	1
14	B.vi.Acceptability	7	1	4	1
15	ST/TT relationship-constant				
16	B.vii.Informativity		1	3	1
17	B.viii. Authorial Intention			1	1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	1			
22	2. calque				
23	3. literal				
24	4. transposition	5	1	1	1
25	5. modulation				6
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation				
31	11.compensation				
32	12.implicature				
33	13. explicitation		1	1	1
34	14. translation couplet				
35	15. synonym	2			1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	CHRISTIAN IRELAND		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon				
47	Index				
48	Symbol				
49	Icon to Index			5	1
50	Icon to Symbol				
51	Index to Icon			1	
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths			4	
65	Values			1	
66	Culture Specific References			5	
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity		some loss		
71	Speech Act Function		Y Overall		
72	TL Reader Needs		some loss		
73	Sign Function		modified		
74	Intercultural Transfer		modified		
75	Global text function		Y OVERALL		

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	CLERMONT		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function				
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	2		2	1
11	TL Reader Needs				
12	B.iv.Context	1			
13	B.v.Appropriacy	7			
14	B.vi.Acceptability	3		1	1
15	ST/TT relationship-constant				
16	B.vii.Informativity		1		
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word			1	
22	2. calque				
23	3. literal			2	1
24	4. transposition	5		1	1
25	5. modulation	1		1	3
26	6. cultural equivalent				
27	7. adaptation	1			
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation				
31	11.compensation				
32	12.implicature				
33	13. explication	2			1
34	14. translation couplet				
35	15. synonym				3
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	CLERMONT		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	2			
47	Index				
48	Symbol				
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				1
53	Symbol to Icon				
54	Symbol to Index	1		1	1
55					
56	D.Paraphrase				
57	Unit of meaning	1			
58	Sentence	1	1		1
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	1			1
64	Myths	1			2
65	Values	2			
66	Culture Specific References	2			2
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y			
71	Speech Act Function	Y			
72	TL Reader Needs	some gain,	some loss		
73	Sign Function	some modification			
		minimal attempt to			
74	Intercultural Transfer	consider TL reader needs			
75	Global text function	Y but modified overall			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	CS HOLDINGS - F		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	3			
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	1			
14	B.vi.Acceptability	1			
15	ST/TT relationship-constant				
16	B.vii.Informativity		1	3	
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	1		1	
22	2. calque				
23	3. literal	2			
24	4. transposition	2			1
25	5. modulation	2			1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/ terminology	1			
31	11.compensation	1			
32	12.implicature	2			
33	13. explicitation		1		
34	14. translation couplet				
35	15. synonym				
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42	CS HOLDINGS - F				
43	IMPACT				
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	2			
47	Index				
48	Symbol				
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence	1			
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	1	1	1	
64	Myths	5			
65	Values	2			
66	Culture Specific References	none			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	some loss overall			
71	Speech Act Function	Y			
72	TL Reader Needs	some attention to appropriacy for text type			
73	Sign Function	no significant observations			
74	Intercultural Transfer	none			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE		TEXT:	CS HOLDINGS - E	
2	IMPACT				
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				1
10	B.iii.Cohesion	2			
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	2			
14	B.vi.Acceptability				
15	ST/TT relationship-constant				
16	B.vii.Informativity		2	1	
17	B.viii. Authorial Intention	3			
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	1			
22	2. calque				
23	3. literal	3			
24	4. transposition	1	1		
25	5. modulation	1			1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/terminology				
31	11.compensation				
32	12.implicature				
33	13. explicitation		1		
34	14. translation couplet				
35	15. synonym	1			
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42	CS HOLDINGS -E				
43	IMPACT				
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	1			
47	Index				
48	Symbol				
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				1
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	2		1	
64	Myths	5			
65	Values	2			
66	Culture Specific References	none			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	some loss overall			
71	Speech Act Function	Y			
72	TL Reader Needs	some attention to appropriacy for text type			
73	Sign Function	no significant observations			
74	Intercultural Transfer	none			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE		TEXT:	EFMA	
2	IMPACT				
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	4			
11	TL Reader Needs				
12	B.iv.Context			2	
13	B.v.Appropriacy	2		2	2
14	B.vi.Acceptability	5		4	1
15	ST/TT relationship-constant				
16	B.vii.Informativity			1	
17	B.viii. Authorial Intention				2
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal	1		7	6
24	4. transposition	3			7
25	5. modulation				1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				1
30	10. official translation				
31	11.compensation				
32	12.implicature				
33	13. explicitation	2			
34	14. translation couplet				1
35	15. synonym			3	3
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	EFMA		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	3			
47	Index				
48	Symbol				
49	Icon to Index				1
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index			1	
55					
56	D.Paraphrase				
57	Unit of meaning				1
58	Sentence				
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	2		2	
64	Myths	4			
65	Values				
66	Culture Specific References				
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y Overall			
71	Speech Act Function	Y Overall			
72	TL Reader Needs	Some loss, lack of appropriacy and acceptability			
73	Sign Function	Y Overall			
74	Intercultural Transfer	Some loss			
75	Global text function	Some loss, modified impact			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	EUROSTAR		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	3	2		
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	1			
14	B.vi.Acceptability	7		2	
15	ST/TT relationship-constant				
16	B.vii.Informativity		2	2	
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word		1		
22	2. calque				
23	3. literal				
24	4. transposition	1			2
25	5. modulation	1			1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation				
31	11.compensation	1			
32	12.implicature			1	
33	13. explicitation	2	3		1
34	14. translation couplet				
35	15. synonym			3	2
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)			1	1
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42	EUROSTAR				
43	IMPACT				
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon				
47	Index				
48	Symbol				
49	Icon to Index	1	1		1
50	Icon to Symbol		1		
51	Index to Icon				
52	Index to Symbol		1		
53	Symbol to Icon				
54	Symbol to Index			1	
55					
56	D.Paraphrase				
57	Unit of meaning	1			
58	Sentence	5			1
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths	8			
65	Values				
66	Culture Specific References	none			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y			
71	Speech Act Function		some modification		
72	TL Reader Needs	Y			
73	Sign Function		some gain of impact		
74	Intercultural Transfer	Y			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	EUROTUNNEL		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				1
9	B.ii.Coherence				1
10	B.iii.Cohesion	4	1		
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	3	1	1	1
14	B.vi.Acceptability	3		3	
15	ST/TT relationship-constant				
16	B.vii.Informativity				1
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal				
24	4. transposition	6		1	3
25	5. modulation	1			2
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/ terminology	2			
31	11.compensation				
32	12.implicature				
33	13. explicitation	2	1		
34	14. translation couplet				
35	15. synonym		1	1	1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	EUROTUNNEL		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	2			
47	Index				
48	Symbol			1	
49	Icon to Index	1			
50	Icon to Symbol				
51	Index to Icon	1		1	1
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index			1	
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				1
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	1			
64	Myths	3			1
65	Values				
66	Culture Specific References				1
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y	OVERALL but some loss		
71	Speech Act Function	Y			
72	TL Reader Needs	some loss			
73	Sign Function	a balanced range of effects			
74	Intercultural Transfer	some modification			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	GATEWAY		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function				
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				1
9	B.ii.Coherence			1	
10	B.iii.Cohesion	2	2	3	2
11	TL Reader Needs				
12	B.iv.Context	1	2		
13	B.v.Appropriacy	4			
14	B.vi.Acceptability	7			
15	ST/TT relationship-constant				
16	B.vii.Informativity		4	5	2
17	B.viii. Authorial Intention				
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal				
24	4. transposition	10			5
25	5. modulation				3
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/ terminology	1			
31	11.compensation	3	1		
32	12.implicature			1	2
33	13. explication	2	2		1
34	14. translation couplet				
35	15. synonym	4	1	3	1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)			1	
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	GATEWAY		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon			2	
47	Index				
48	Symbol	1			
49	Icon to Index			1	3
50	Icon to Symbol				
51	Index to Icon	1			1
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index			2	
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence	1			2
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors			2	
64	Myths	7		2	
65	Values				
66	Culture Specific References	1	1	2	1
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y OVERALL			
71	Speech Act Function			1	
72	TL Reader Needs	some attention to this			
73	Sign Function	mainly loss or modification			
74	Intercultural Transfer	some modification of impact			
75	Global text function	Y OVERALL			

	A	B	C	D	E
1	SUMMARY TABLE		TEXT:	JACK DANIELS	
2	IMPACT				
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality	none			
9	B.ii.Coherence	Y			
10	B.iii.Cohesion	1			
11	TL Reader Needs				
12	B.iv.Context			1	1
13	B.v.Appropriacy	1			1
14	B.vi.Acceptability	4		3	1
15	ST/TT relationship-constant				
16	B.vii.Informativity			1	1
17	B.viii. Authorial Intention	1			1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				1
22	2. calque				
23	3. literal				
24	4. transposition	5			
25	5. modulation	1			1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/ terminology	1			
31	11.compensation				
32	12.implicature	1			
33	13. explication	2			
34	14. translation couplet				
35	15. synonym			1	2
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	JACK DANIELS		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon				
47	Index	2			
48	Symbol				
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				2
60	Text Segment	3			
61					
62	F. Intercultural Transfer				
63	Metaphors	2			
64	Myths	4			
65	Values				
66	Culture Specific References				1
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity		some modification		
71	Speech Act Function	Y			
72	TL Reader Needs	some loss			
73	Sign Function		basically the same		
74	Intercultural Transfer		no real effort to compensate		
75	Global text function	Y OVERALL			

	A	B	C	D	E
1	SUMMARY TABLE				
2	TEXT: IMPACT				
3		constant	gain	loss/ omission	modified
4	A.Text function				
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	5	1	2	1
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy				
14	B.vi.Acceptability	8		1	
15	ST/TT relationship-constant				
16	B.vii.Informativity		2	4	2
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				1
22	2. calque				
23	3. literal				
24	4. transposition	7		2	4
25	5. modulation	1			5
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/ terminology	1			
31	11.compensation				
32	12.implicature	1		2	
33	13. explicitation	5	2		
34	14. translation couplet				
35	15. synonym	3		1	1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	MERIDIAN		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	1	1		
47	Index	1			
48	Symbol	1			
49	Icon to Index		2	1	1
50	Icon to Symbol				
51	Index to Icon				1
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning			1	
58	Sentence	2			2
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	4			
64	Myths	8			
65	Values				
66	Culture Specific References				
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y			
71	Speech Act Function	Y			
72	TL Reader Needs	Y			
73	Sign Function		mixed impact, some loss, some constancy		
74	Intercultural Transfer	Y			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	MINTON		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence	3		1	
10	B.iii.Cohesion	2			1
11	TL Reader Needs				
12	B.iv.Context			1	
13	B.v.Appropriacy				
14	B.vi.Acceptability	5		1	3
15	ST/TT relationship-constant				
16	B.vii.Informativity			1	
17	B.viii. Authorial Intention				
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	1			
22	2. calque				
23	3. literal				
24	4. transposition	4		1	2
25	5. modulation				
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation				
31	11.compensation				
32	12.implicature				
33	13. explicitation				
34	14. translation couplet				
35	15. synonym	3		1	1
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

**PAGE
NUMBERING
AS ORIGINAL**

	A	B	C	D	E
42					
43	MINTON		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon				
47	Index				
48	Symbol				
49	Icon to Index	2			
50	Icon to Symbol				
51	Index to Icon				1
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index			5	
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				1
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths			2	
65	Values	2			
66	Culture Specific References				4
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y	Overall		
71	Speech Act Function	Y	Overall		
72	TL Reader Needs		overall loss of impact		
73	Sign Function		overall loss of impact		
74	Intercultural Transfer		overall loss of impact		
75	Global text function	Y	Overall		

**PAGE
NUMBERING
AS ORIGINAL**

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	QUALCAST		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	3		1	
11	TL Reader Needs				
12	B.iv.Context	1			
13	B.v.Appropriacy	3			
14	B.vi.Acceptability	9			1
15	ST/TT relationship-constant				
16	B.vii.Informativity	1	1	1	
17	B.viii. Authorial Intention	1			1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	1			
22	2. calque				
23	3. literal				
24	4. transposition	5			
25	5. modulation				3
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/terminology	1			
31	11.compensation				
32	12.implicature				
33	13. explication	4			
34	14. translation couplet				
35	15. synonym	3			4
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				1

	A	B	C	D	E
42					
43	QUALCAST		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	1			2
47	Index				
48	Symbol	1			
49	Icon to Index				2
50	Icon to Symbol			1	
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning	1			
58	Sentence	2			
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths	2			
65	Values				3
66	Culture Specific References	1			1
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y OVERALL			
71	Speech Act Function				
72	TL Reader Needs	some loss of impact			
73	Sign Function	some loss or modification of impact			
74	Intercultural Transfer	modified impact			
75	Global text function	some loss of impact due to culture specificity of values			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	RENAULT		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence	Y			
10	B.iii.Cohesion	4		3	2
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	4			
14	B.vi.Acceptability	5			
15	ST/TT relationship-constant				
16	B.vii.Informativity				
17	B.viii. Authorial Intention			1	4
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word			1	
22	2. calque				
23	3. literal				
24	4. transposition	6			3
25	5. modulation	1			2
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/ terminology	5			
31	11.compensation	1			
32	12.implicature				
33	13. explicitation	3			
34	14. translation couplet				
35	15. synonym	4			
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)	1			
40	e.l.u	1			
41	d.l.u				

	A	B	C	D	E
42					
43	RENAULT		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	8			
47	Index	2			
48	Symbol				
49	Icon to Index	1			
50	Icon to Symbol				
51	Index to Icon	2	1		
52	Index to Symbol		1		
53	Symbol to Icon	1			
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence	3			
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	1			
64	Myths	4			
65	Values				
66	Culture Specific References	none			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y			
71	Speech Act Function	Y			
72	TL Reader Needs	no problems			
73	Sign Function	mainly positive			
74	Intercultural Transfer	no problems			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	ROLEX		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				1
9	B.ii.Coherence	1		1	
10	B.iii.Cohesion	6	1	1	2
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	2			1
14	B.vi.Acceptability	8			
15	ST/TT relationship-constant				
16	B.vii.Informativity		2	1	
17	B.viii. Authorial Intention				7
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	1			
22	2. calque				
23	3. literal				
24	4. transposition	3	2		1
25	5. modulation	4			
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation				2
31	11.compensation				
32	12.implicature	1			3
33	13. explication	3			
34	14. translation couplet				
35	15. synonym	2		3	5
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u	1			
41	d.l.u				

	A	B	C	D	E
42					
43	ROLEX		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon				1
47	Index				
48	Symbol				
49	Icon to Index				1
50	Icon to Symbol				
51	Index to Icon			1	
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				1
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence	2			1
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	5			
64	Myths	2			
65	Values				
66	Culture Specific References				2
67					
68	SUMMARY				
69	E. Overall Impact	Y but slightly modified, some loss of impact			
70	Informativity	Y			
71	Speech Act Function	Y			
72	TL Reader Needs	some need for further explanation			
73	Sign Function	modified			
74	Intercultural Transfer	probably works because of reputation of SB			
75	Global text function	Y OVERALL			

	A	B	C	D	E
1	SUMMARY TABLE		TEXT:	SAT	
2	IMPACT				
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	1		2	
11	TL Reader Needs				
12	B.iv.Context	1			
13	B.v.Appropriacy				
14	B.vi.Acceptability	7	1	1	5
15	ST/TT relationship-constant				
16	B.vii.Informativity			1	
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal				
24	4. transposition	6		1	
25	5. modulation	1			
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/terminology	2		1	1
31	11.compensation				
32	12.implicature				1
33	13. explication	1			
34	14. translation couplet				
35	15. synonym	2		1	6
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	SAT		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	1			1
47	Index				
48	Symbol				
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				1
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning	1			
58	Sentence	1			
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	6			
64	Myths	4			
65	Values				
66	Culture/ domain Specific References	not explained, assumes knowledge of reader			
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y OVERALL			
71	Speech Act Function	Y			
72	TL Reader Needs	some loss			
73	Sign Function	Y OVERALL			
74	Intercultural Transfer	Y			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	SNECMA		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence	2			
10	B.iii.Cohesion	8		3	
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	2		1	
14	B.vi.Acceptability	6			
15	ST/TT relationship-constant				
16	B.vii.Informativity				
17	B.viii. Authorial Intention				1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word				
22	2. calque				
23	3. literal				
24	4. transposition	8			
25	5. modulation	1			1
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/terminology				
31	11.compensation				
32	12.implicature	1			
33	13. explicitation	2			
34	14. translation couplet				
35	15. synonym	4		1	2
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u				
41	d.l.u				

	A	B	C	D	E
42					
43	SNECMA		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon				
47	Index	1			
48	Symbol	4			
49	Icon to Index				
50	Icon to Symbol				
51	Index to Icon				1
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning				
58	Sentence				
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors	4			
64	Myths	6			
65	Values				
66	Culture Specific References				
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y			
71	Speech Act Function	Y			
72	TL Reader Needs	Y			
73	Sign Function	Y			
74	Intercultural Transfer	none			
75	Global text function	Y			

	A	B	C	D	E
1	SUMMARY TABLE	TEXT:	SUNEXPRESS		
2			IMPACT		
3		constant	gain	loss/ omission	modified
4	A.Text function	Y			
5					
6	B.Textual Criteria:				
7	TT Structure				
8	B.i.Intertextuality				
9	B.ii.Coherence				
10	B.iii.Cohesion	8		1	3
11	TL Reader Needs				
12	B.iv.Context				
13	B.v.Appropriacy	3	1	1	3
14	B.vi.Acceptability	7		2	
15	ST/TT relationship-constant				
16	B.vii.Informativity			2	
17	B.viii. Authorial Intention			2	1
18					
19	C. Units of Meaning				
20	C.i.Linguistic Analysis				
21	1. loan word	2			
22	2. calque				
23	3. literal				
24	4. transposition	15			4
25	5. modulation	1			7
26	6. cultural equivalent				
27	7. adaptation				
28	8. functional equivalent				
29	9. descriptive equivalent				
30	10. official translation/terminology				2
31	11.compensation				
32	12.implicature	3	1		
33	13. explication				
34	14. translation couplet				
35	15. synonym	3	1	1	9
36					
37	C.ii.Discourse Analysis				
38	Speech Act function: (SAF)				
39	content: (ct)				
40	e.l.u	1			
41	d.l.u				

	A	B	C	D	E
42					
43	SUNEXPRESS		IMPACT		
44		constant	gain	loss/ omission	modified
45	C.iii. Semiosis - Sign Function				
46	Icon	5			
47	Index				
48	Symbol				
49	Icon to Index	3			
50	Icon to Symbol				
51	Index to Icon				
52	Index to Symbol				
53	Symbol to Icon				
54	Symbol to Index				
55					
56	D.Paraphrase				
57	Unit of meaning	2			
58	Sentence	3			
60	Text Segment				
61					
62	F. Intercultural Transfer				
63	Metaphors				
64	Myths	4			
65	Values				
66	Culture Specific References				1
67					
68	SUMMARY				
69	E. Overall Impact				
70	Informativity	Y			
71	Speech Act Function	Y			
72	TL Reader Needs	some loss			
73	Sign Function	Y			
74	Intercultural Transfer		modified impact		
75	Global text function	Y Overall			