Translation –

Functions of a Text (Newmark 1988)

Informative – Accuracy

Expressive - Aesthetic

Operative – how it ‘works’ for the reader - Bias

Bias – SL/ST bias -> get the sounds of german Russian/ sentence structures/ semantics

TL/TT bias -> natural tone/ message?

Literary translations especially moved away from word-to-word etc translations to get the meaning / tone of text

If you have to translate something that has no meaning in English contextual etc

* Footnotes/ Glossary/ -> obvious it’s been translated, out of comfort zone, obstructs the reading – they feel their sense of foreignness
* Add an extra clause explaining it, seamless reading but can take away from story potentially? Wouldn’t have to be explained?
* Replace with English equivalent? – takes away from cultural depth but v seamless reading

Instruction Criteria - what do people want?

* Semantic equivalence? – the meaning, change the words as long as meaning is portrayed
* Lexical equivalence? – each word has lexical equivalent
* Grammatical equivalence? – can play around with a bit more bc german grammar has own structures etc

“phatic equivalence”? - (place (cultural assumptions)/ tone (translating humour)/ cultural transposition (i.e. Spree connoting some sort of irony)/ short hands?)

^What is central message of text?

In what context was it produced?

* Genre conventions – newspaper, what kind of article, factual/commentary/humour?
* Institutional conventions? Government report? Specific language? Branding? – describe a product in a certain way – i.e. putting the full stop at the end of the University of Sheffield.
* Intended readership expectations? – factual? Aesthetically pleasing?

Does the ST Source Text throw up any particular challenges?

* Feature s of genre/ individual style (eg humorous magazine columns)
* Cultural references requiring explanation

Degrees of Freedom

SL bias – too much bias to SL source language can make it sound stilted

TL bias – Target Language bias? Can lack tone etc

Scale – Literal -> Faithful -> Balanced -> Idiomising -> Free

ST – Das Sofa lässt sich mit wenigen Handgriffen in ein Bett verwandeln.

TT – It’s quick and easy to convert the sofa into a bed.