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TOWARDS A PROPOSED REFINED CLASSIFICATION OF TRANSLATION STRATEGIES
WITH REFERENCE TO WRITTEN DISCOURSE

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ABSTRACT

This paper provides a historical, analytical and thematic discussion related to the concept of translation strategies clarifying translation methods in contrast with translation strategies and procedures. During the review, those divisions of translation strategies which are considered as a "patent" or priority-due to the scholar/s are presented as "taxonomies" and any other category-wise review is presented as "classifications". After a historical survey and analytical discussion of the literature review, the paper suggests a proposed refined classification of the translation strategies that can be applied while translating written discourse. That refined classification is adopted based on two criteria: workability and appropriacy. By Workability, the researchers mean the possibility of the application of the strategy. Besides, the chosen strategy should be appropriate to the students' lexico-semantic level of competence and thus not ambiguous. In addition, it should be appropriate to the mode of the text i.e. the written mode, so those strategies related to verbal discourse interpretation are excluded. Due to the importance of translation strategies, these strategies shall be taught explicitly with more practice in the classroom.

Key Words: Classification, Equivalence, Translation Strategies, and Written Text.

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1.0 INTRODUCTION

Historical and thematic pursue of translation strategies (TS hereafter) can be useful to suggest a list of TS needed by students in the B.A. Programs of Translation, especially with regard to unstable terminology and the matter of overlaps between terms. Translator Trainees Programs should pay a special attention to TS as one important component suggested by PACTI Group (2003) in their Model of Translation Competence. Approximately, in most of the suggested models of translation competence, TS constitute an integral part of its

components. That emerges from the view that translation is a matter of a problem-solving process in which the translator is in need of some strategies to overcome faced problems. In fact, written mode is different from that of verbal. That is, the problem-solving tools that will be needed in the former may be different from that of the later even though there are other factors that contribute to the strategy selection such as text genre, audience or receivers, time and so on. All that, makes it worthy to classify TS upon a criterion such as written and verbal discourse in order to help translation program students and others in the field of translation.

1.2 The Concept of Equivalence

The subject matter of translating any piece of language is to look for equivalence regardless of what type of equivalence it is. Translation process is a way of searching for equivalence and translation product is the result of that process. Therefore, most of the theorists have discussed the idea of equivalence. In addition, most of the translation studies, old or new, could not ignore such a term, because many issues in translation are connected to this concept in one way or another.

Definition of translation, types of translation, and methods of translation, translation strategies, techniques and procedures are all dependent on the concept of equivalence. Consequently, such a term has been discussed earlier and later by many scholars who are concerned with translation studies such as: Vinay & Darblent (1958), Jakobson (1959), Nida & Taber (1964) and (1982), Catford (1965), House (1977) and Baker (1992). Table: 1 below summarizes their approach-basin, their “patent” or contribution to the concept of equivalence in particular and translation studies in general.

No.	Theorist's Name	Date	Approach-Basin	Types of Equivalence	Contribution to Translation
1.	Vinay & Darblent	(1958)	Process-oriented approach Linguistic-based	-full equivalence -No full equivalence	Translation procedures
2.	Jakobson	(1959)	Semiotic approach	- full equivalence (synonym) - loan words or Semantic shifts	Intralingual translation Interlingual translation Intersemiotic translation
3.	Nida & Taber	(1964) (1982)	Product-oriented Approach Linguistic and Functional	-formal equivalence -dynamic equivalence	Formal and Dynamic Equivalence
	Nida & J. de Waard	1986		-Functional equivalence instead of “Dynamic equivalence”	Functional equivalence
4.	Catford	(1965)	Linguistic-based Approach	-full t. vs. partial t.	-Translation Shifts: 1. Level shifts 2. Category shifts[structure, class, unit, intra-system]
				-formal correspondence (rank-bound)	
				-textual equivalence (unbounded)	
				-total vs. restricted t.	
5.	House	(1977)	Context-based Approach	-semantic equivalence -pragmatic equivalence	-Overt and Covert translation
6.	Baker	(1992)	Process-oriented-approach Both Linguistic & Communicative	-word equivalence	-Translation Strategies
				-sentence equivalence	
				-grammatical equivalence	
				-textual equivalence	
				-pragmatic equivalence	

Each debate of this concept is based on an approach. These approaches can be divided into four types. For example, Vinay and Darblent (1958) and then Catford (1965) discuss the concept of equivalence with reference to linguistic approach. For the formers, using procedures related to SL structure lead to literal translation, on the other hand, using such procedures far from that structure with focus on the meaning since there is no full equivalence leads to oblique translation. Catford, who is more linguistic-based, has discussed formal correspondence when there is “rank-bound”. If that rank-bound is impossible “unbounded”, there should be a “translation shift” which can be achieved through “textual equivalence”.

Far away from the linguistic approach, Jakobson (1959) has discussed the idea of equivalence based on the “semiotic approach”. He states three types of translation: intralingual (in the same language using synonyms and the like), interlingual (between two languages) and intersemiotic (interpretation of verbal signs by means of non-verbal signs).

House (1977) has discussed the equivalence concept with relation to context-based approach. She suggests two types of translation: overt and covert. The first refers to the semantic equivalence when the TT receiver is not directly addressed. The second refers to the pragmatic equivalence when the TT receiver is directly addressed and there is a need to render the TT culture.

One other well-known contribution to the concept of equivalence is that of Nida and Taber (1964/1982). They suggest the two famous terms: formal and dynamic equivalence. They point out that formal equivalence “focuses attention on the message itself, in both form and content.”; on the other extreme, dynamic equivalence depends on “the principle of equivalent effect”. In other words, formal equivalence seeks both grammatical and text correspondence of the ST. For them, when there is no one-to-one correspondence between two languages dynamic equivalence is needed. Even though Nida is known for the dynamic equivalence, later in 1986 in his work with J. De Waard, he preferred to use “Functional Equivalence” instead of “Dynamic Equivalence”. According to Thomas (1990) “.....the authors mean nothing different from what Nida intended by “dynamic equivalence” in his *Toward a Science of Translating* but have opted to the new terminology because of misunderstanding of the older expression and because of the abuses of the principle of dynamic equivalence by some translators.” .

As far as the concept of equivalence is concerned, Baker (1992) considers both linguistic and communicative approach. She prefers to separate word level translation, which needs word equivalence, from text level which needs equivalence beyond the word level. She also explains other types of equivalence such as: grammatical equivalence, textual equivalence and pragmatic equivalence.

In conclusion, the concept of equivalence was and it will be a controversial matter. In simple words, translating is a way of searching for and also deciding on an appropriate equivalence. A perception of equivalence reflects itself on the concept of translation, translation methods, types, strategies and procedures. Thus, translator training programs will be directly affected. And in relation to the rapid evolution in technology as well as scientific and applied researches, the concept of equivalence might also been revised and developed.

1.2.2.1 Typologies of TS

Torras et al (2001:4) highlight the usefulness of translation strategies to achieve familiarization with the notion of strategy as a conscious non- automatic solution to a translation problem.

According to Banjar (2010), translators distinguish between global translation strategies and local translation strategies. The global translation strategy (translation method) is the overall strategy you apply to a text as a whole – the basic choice you have to make here is how close to the original text you want your target text to be. Local translation strategy, on the other hand, (translation procedure) is strategies you apply in the translating of individual expressions in the source text, such as words, grammatical constructions, idioms etc.

1.3 Translation Strategies

A strategy is a planned series of actions to achieve something (the Longman Dictionary of Contemporary English (2009:1743). However, in the case of learning a second language, "..... learning strategies and communication strategies are those conscious and unconscious processes which language learners make use of in learning and using language, (Richards et al 1992:355). In relation to translation

strategies, Lorschler cited in Baker (2001) excludes the potentiality in conscious procedures for solving a problem faced in translating a text or any segment of it. In particular, Baker (2001: 164) points out that a translation strategy "..... concerns the sub-set of options that translators actually select in real life". So, one can conclude that translation strategies are procedures or techniques that the translator uses during translation to solve problems.

1.4 Historical and Thematic Discussion of Translation Strategies

Historical and thematic peruse of the translation strategies development reveals that there is a matter of acronymic controversy. That is clear when one traces the different terms given to the translation strategies. They are presented in three main headings: procedures [Vinay and Darblent (1958)]; methods [Newmark (1988), Ghazala (1995) and AL-Abbasi (2010)] and strategies [Baker (1992), Venuti (1998), As-Safi (2002) and Pederson (2007)]. However, most of them classify those procedures, methods or strategies into two main types. By the way, all of them discuss the idea that there are two extreme dimensions. The first, if its procedures or strategies are followed, leads to literal [Vinay and Darblent 1958, Ghazal1995]; SL-Oriented [Newmark, 1988 and Pederson, 2007]; and what others like Venuti (1998) and As-Safi (2002) have called Domesticating and General Strategies respectively. On the other extreme, following some procedures lead to Oblique translation [Vinay and Darblent, 1958]; TL-Oriented [Newmark, 1988 and Pederson, 2007]; free [Ghazala (1995)]; foreignizing [Venuti (1998)]; and specific [As-Safi (2002)]. More workable and direct to the practical field was that of Baker (1992) which classifies the strategies into two types also, but some strategies work at the word level and others work at the sentence level. Table: 2 below may show that clearly.

Table:2 Author-Date Strategy Name and Type

No	Author-Date	Name of strategy	Types
1.	Vinay & Darblent (1958)	procedures	1. literal 2. oblique
2.	Newmark (1988)	Methods	1.SL oriented 2.TL oriented
3.	Baker (1992)	Strategies	1.At the word level 2.At the sentence level
4.	Ghazal (1995)	Methods	1. Literal translation
5.	Venuti (1998)	Strategies	1.Domesticating 2.Foreignizing
6.	As-Safi (2002)	Strategies	1.General 2.Specific
7.	Pederson (2007)	Strategies	1.SL oriented 2.TL oriented

1.4.1 Methods vs. Strategies and Procedures

Back to what we have stated previously, to avoid the overlap of the terms one has to differentiate between method, strategy and procedure. It is not the first attempt to tackle such a matter. In this regard, the researchers agree with Albir and Molina's (2002: 507-508) discussion of the confusion and over-lapping terms in this area. They clarify that while the translation method refers to the global option that affects the whole text and it depends on the aim of the translation, translation strategy or technique refers to each solution the translator chooses when translating a text responds to the global option that affects the whole text. As a result, one has to distinguish between literal translations, for example, as a method that affects the whole text and literal translation as a strategy that affects micro-units of the text. Going further, procedures, on the other hand, means the use of simple techniques and skills and the expert use of strategies. Clearly, if one follows Vinay & Darblent (1958) taxonomy and s/he aims at a TL-Oriented translation (oblique method), s/he may

choose transposition, modulation, equivalence or adaptation strategy according to the translation problem/s s/he tackles. Accordingly, modulation strategy can be achieved by one of two procedures: fixed or free.

1.5 A Proposed Refined Classification of Written TS

Each translation method has its strategies that pave the way and show how to get to the overall goal of translation. If the strategies are followed, the translation method will be constructed indirectly. Consequently, more than one strategy may be used to fulfil a method. While using such strategies, minimal procedures may be used related to the taste and level of understanding of the translator of the ST as well as the translator’s TT aptitude of formulation. In this way, the researchers will consider the major translation methods that can be presented on the two extremes of the SL-Oriented methods and TL-Oriented methods and the strategies and procedures that lead to each one.

1.5.1 The Criteria

In this respect, the researchers adapt a hybrid model that takes into consideration the major methods and their strategies. Consequently, the hybrid model is adapted based on the criteria of workability and appropriacy of the level of the students as translator trainees. By workability, the researchers mean the possibility of the application of the strategy. At the end, the chosen strategy should be appropriate to the students’ lexico-semantic level of competence and thus not ambiguous. Thus, if the prior term is vague or ambiguous, the researchers have the right to substitute it with another understandable and clear term of the strategy. In addition, it should be appropriate to the mode of the text i.e. the written mode, so those strategies related to verbal discourse interpretation are excluded.

1.5.2 The Proposed hybrid model

First of all, it is of worth mentioning that this proposed hybrid model of translation strategies is not entirely new. Besides, it is not an inclusive one that supposed to consider both written and verbal discourse translation with consideration to English and Arabic. Clearly, the researchers take in to account that this suggested model is to be applied to the Ss of BA translation programs not to the professional translators.

Again, it is not a new one. It is an adapted model with reference to Vinay and Darblent (1958), Nida and De Waard (1986), Newmark (1988), Ghazala (1995), Venuti (1998), As-Safi (2002), Pederson (2007) and Alabbasi (2010). Each method or macro-strategy will have some micro-strategies to be achieved. These strategies will mainly depend on Newmark (1988), Baker (1992), Ghazala (1995), Pederson (2007) and Alabbasi (2010) with consideration to the criteria mentioned above in (1.5.1).

The line demarcation between some methods (macro-strategies) is slightly fine and that, especially at the training level, may not be considered. Example of that is the fine thread between Nida and De Waard’s (1986) definition of functional equivalence and Newmark’s (1988) communicative translation. The two are very similar. The difference may lie in the fact that in the functional equivalence the degree of freedom to choose an equivalent with the same

Table: 3 The Proposed Hybrid Classification of Translation Strategies

	Methods(Macro-Strategies)	Micro-Strategies	Procedures	
SL-Oriented	1. Literal	- Word-for-word	- Borrowing	
		- One-to-one	-by a more general word	
			- by a more neutral/less expressive word	
			- by a loan word or loan word plus explanation	
	2. Formal	Literal translation		-word-for-word
				-one-to-one
	3. Semantic	Paraphrasing		-Paraphrase
		Illustrations		-addition
		Adaptation		-omission

		cultural substitution	
		addition (explanation or elaboration),	
		Approximation	
		Omission	
TL-Oriented	4. Functional	Substitution	-Paraphrase
		Omission	-adaptation=cultural sub
		Addition	-Idiomatic translation
		Compensation	-Substitution
		Avoidance	-Omission

1.6 Conclusion

This paper presents a comprehensive review that discusses important issues like: the concept of translation, translation strategies with a chronological statement. It concludes with a proposed refined classification of the written discourse translation strategies.

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