



GENRES IN TRANSLATION

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ABSTRACT

When we translate, we do so for specific communicative situations and purposes; that is, we write translations that will fulfill the needs and conventions of specific textual genres in the target language and culture. Genre theory is attractive to Translation Studies because it links the micro level of writing and text to the macro level of discourse and context, unites process with product and integrates the cognitive, social and professional approaches to translation. Thus, the notion of genre brings together critical elements in translation such as the reader's profile, expectations and preferences; the communicative situation and purpose; and the socio-cultural context. In order to understand better how translators are involved in inter-linguistic and intercultural communication, we suggest a re-modeling of translation in which the target genre plays a central role.

Genre is a diverse notion which can function in various ways in comprehension processes. To explain these, an account of genre based on relevance theory is proposed. The central claim of this account is that genre information can crucially contribute to the fine-tuning of relevance expectations in complex stimuli. On the theoretical side, this account refines our view of the management of expectations of relevance. On the practical side, it is shown that this account of genre is powerful enough to identify the sources of translation problems attributed to genre effects.

Key words: Genre, communication, Translation, Integrity, Strategies, Language

Introduction

Genre is a stylistic category or sort especially of literature or other art works. Genre originates from literary studies genres such as novels, short stories, poems, plays etc have been studied for centuries. In rhetorical studies genre analysis has also been carried for 20 years.

Genre analysis shows a genuine interest in the use of language to achieve communicative goals rather than a detailed extension validation or other wise of one linguistic frame work to the other. So it is not just frame work to the other. So it is not just an extension of linguistic formalism. Genre theory exploits all aspects of socio-cognitive knowledge situated in disciplinary cultures in order to analyze construction interpretation and use of linguistic communication process nonlinguistic goals

Genres a term, French in origin that denotes types or classes of literature. The genres into which literary works have been grouped at different times are very numerous, and the criteria on which the classifications have been based are highly variable. Since writings of Plato and Aristotle, however, there has been an enduring division of all the overall literary domain into three large classes, in accordance with who speaks in the work lyric (uttered throughout in the first person) epic or narrative (in which the narrator speaks in the first person, then let's the characters speak for themselves) and drama (in which the characters do all the talking). A similar tripartite scheme, elaborated by German critics in late eighteenth and early nineteenth centuries was echoed by James Joyce in his portrait of the artist as a young man (1916), chapter 5, and functions still in critical discourse and in the general distinction, in college catalogues between courses in poetry prose fiction and drama.

Many current critics regard genres as more or less arbitrary modes of classifications whose justification is their convenience in discussing literature. Some critics have applied to generic classes the philosopher Ludwig Wittgenstein's concept of family resemblances. That is they propose that, in the loose grouped family of works that, make up a genre, there are no essential defining features, but only a set of family resemblances.

In China, where genre analysis has previously been sporadically touched upon now quite a large number of scholars in Translation fields have begun to sense the important relationship between genre analysis and the translation of specific text types.

Generally speaking when doing translation most people would direct most of their attention to the analysis of sound vocabulary grammar and meaning but seldom see importance see the importance of analyzing genre. Chances are when a source text is translated into a target language text it may not necessarily remain the same. That's why we need to maintain genre integrity when we translate professional texts.

While for some other professional genres when translated into the target genres still maintain the same genre. Therefore when treating these genres the translator usually does not need to make additional adjustments to its corresponding text in target language.

1. Merits of genre analysis in Translation

Genre analysis helps to make translators become aware that different professional genres require different steps of restructuring. Genre analysis before the translation work can help the translators to keep in mind of the Micro structure of both the source text and target text to be aware of the context of situations which helps to form the target text and, to notice the role played by the 'generic structure' when they begin to construct the target text with the generic features of the target text in mind, the translator can organize its structure and select the appropriate words and expressions in a more efficient and effective manner.

2. Genre analysis and genre integrity in professional translation.

Genre analysis leads us to reevaluate Nida's equivalence theory as well as the traditional way of doing translation. Generally speaking when doing translation, most people would direct most of their attention to the analysis of sound, vocabulary, grammar and meaning but seldom see the importance of analyzing genre.

Chances are when a source text is translated into a target language text, its genre may not necessarily remain in the same. That's why we need to maintain genre integrity when we translate professional texts.

Strategies to maintain genre integrity in translating professional discourse.

When a professional text is translated its genre will either change or stay in the same. Some professional genres, such as legal documents when translated into the target language text, still maintain the same get. Therefore when treating these genres the translator usually does not need to make additional adjustments to its corresponding text in order to achieve genre integrity for these texts, we can follow one of the genre translation.

Using the results of genre analysis:

At the first stage trainees are provided with material based on published or finished genre analysis. Such materials for very basic and evident convention embedded in the genres i.e sentence structure or if possible a general glossary.

Meta communicating

In this activity learners will form groups to analyze and discuss a particular text (or such genre) of the professional genre. For example they will run through consolidated profit across account in a sample of annual reports prepared by the trainer and come up with their own glossary provided.

Translation based on a sample of instances of a given genre:

This activity involves translating a piece of text in the target language by examining carefully the same genre. Learners conducted on line genre analysis as an aid in translating their own texts.

Conclusion

It's attempted to present genre analysis as a viable approach towards the translation practice of professional genres. Genre analysis can be effectively carried out to maintain genre integrity in professional translations and translation strategies concerning how to achieve such genre integrity are put forward.

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