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Tutorial 6

Target oriented approach

I. Text Typology of Katharina REISS

The question most frequently raised during the 1960s and 1970s in the history of Translation Studies was the issue of equivalence: How could it be achieved, and how could a translator guard against every possible mistake. The concept of equivalence was observed by Roman Jacobson, Eugene A. Nida, John C. Catford, Jean-Paul Vinay and Jean Darbelnet in their writings. During these decades, different notions of equivalence were developed within the realm of translation theories. In addition to the preceding contributions to the newly emerging discipline, German scholar Katharina Reiss has taken the very term "Functional equivalence" as a starting point for her work, and has carried the concept of equivalence one step further in her studies.

In her seminal article entitled "Type, Kind and Individuality of Text, Decision Making in Translation", written in 1971, Reiss proposes a methodical text typology, a practical approach to text examination, and a "functional" viewpoint regarding translation. Prior to her proposal of text types, Reiss distinguishes two kinds of "changes" during the communication process: unintentional and intentional changes. She defines the former kind as rising from different language structures whereas the latter kind inevitably involves a change of function in the act of communication and as a matter of fact –according to Reiss–, contorts the functional equivalence between the source language and the target language. Moreover, during the course of her article, Reiss uses an abundance of examples in order to support her opinions regarding the togetherness of linguistic and non-linguistic action/s (i.e. gestures, facial expressions, etc) within the communication.

Translation, according to Reiss, requires the classification of certain text types as: ***the informative text***, ***the expressive text, the operative text, and the multi-medial text***. By distinguishing specific types of texts, Reiss has also paved the way for a better understanding of the translation quality assessment. In her study entitled Möglichkeiten und Grenzen der Übersetzungskritik (Translation Criticism – The Potential s & Limitations), Reiss expounds on the notion of text typologies along with appropriate translation methods for each text category and regards the text type "as a literary category of translation criticism":

> « If an informative text was written in the original SL communicative situation in order to transmit news, facts, knowledge, etc. (…), then the translation should transmit the original information in full, but also without unnecessary redundancy.
>
> If the SL text was written because the author wished to transmit an artistically shaped creative content, then the translation should transmit this content artistically shaped in a similar way in the TL.
>
> If the SL text was written in order to bring about certain behavior in the reader, then the translation should have this effect on the behavior of the TL reader»[1].

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[1] REISS, Katharina (1989). Text Types, Translation Types and Translation Assessment. In: Chesterman, Andrew. Readings in Translation Theory. Helsinki, p.110

In this respect, Katharina Reiss can be considered as one of the pioneers within the history of Translation Studies who took the notion of translation criticism as one of her focal points. In this sense, Reiss can be regarded as one of the first scholars who dwelled upon the importance of "decision making" during the course of a translation process.

II.   Hans VERMEER basic Principles

Skopos is a Greek word for 'purpose'. According to *Skopotheory*, the basic principle which determines the process of translation is the purpose (skopos) of the translational action. The idea of "intentionality" is part of the very definition of any action. Skopos theory has been stated by the German translator Vermeer in 1978. In this theory, the process of translation is determined by the function of the product. This function is specified by the addressee. *Function* is a term that refers to what a text means. The meaning of the text is viewed by the receiver. Another related term to skopos is *intention* which is regarded as an aim- oriented plan of action on the part of both the sender and the receiver. This, points towards an appropriate way of producing or understanding the text. In order to remove the ambiguity resulting from the difference between *intention* and *function*, Nord has proposed a distinction between *intention* and *function*. The sender is responsible for specifying intention and by using a text he tries to achieve a purpose. The receiver uses the text with a certain function, depending on his/her own expectations, needs, previous knowledge and situational conditions. That is to say, the end justifies the means:

> *Each text is produced for a given purpose and should serve this purpose. The skopos rule thus reads as follows: translate/interpret/speak/write in a way that enables your text/translation to function in the situation it is used and with the people who want to use it and precisely in the way they want it to function*[1].

The skopos can also help to determine whether the source text needs to be "translated", "paraphrased" or completely "re-edited". Such strategies lead to terminologically different varieties of translational action, each based on a defined skopos which is itself based on a specified commission (Vermeer, 2000: 231).

III.   Christiane NORD's Translation-oriented Text Analysis

Nord's functional approach is more detailed than Vermeer and Reiss's in that it incorporates elements of text analysis, which examines text organization at or above sentence level. The task of translators is to justify their choice of a particular skopos in a given translational situation. The skopos of a particular translation task may require a 'free' or 'faithful' translation. Making a decision depends on the purpose for which the translation is intended. Accordingly, Nord established a checklist with 17 questions to be asked by the translator before any transfer: *Who transmits? To whom? What for? By which medium? Where? When? Why? A text with what function? On what subject matter does he say what? (What not)? In what order? In which words? In what kind of sentences? In which tone? To what effect? Using which non-verbal elements? In which manner?*[2].

> *It seems only logical that the function of the source text is specific to the original situation and cannot be left invariant or "preserved" through the translation process. The function of the target text, on the other hand, is specific to the target situation, and it is an illusion that a target text should have automatically the "same" function as the original* [3].

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[1] - Vermeer, 1984:101 (cited and translated by Nord, 1997: 29).

[2] - Christiane. NORD, *Text Analysis in Translation.* (Theory, Method, and Didactic Application). Amsterdam, Rodopi, 1992, p. 36. URL:http://id.erudit.org/iderudit/037160ar

[3]-   NORD, Christiane. (1997a). *Text Typology and Translation,* Amsterdam/Philadelphia: John Benjamin's ed

- النظرية الغائية

تأسست النظرية الغائية [1] على يد هانس فارمير(Hans VERMEER) و أطلق عليها هذا الاسم لأنَ "الغرض" من إنتاج النص الهدف هو المبدأ الأساسي الذي يحدد خيارات و قرارات المترجم:

"It is not the source text and/or its surface-structure which determines the target text and/or its surface-structure, but the skopos" (Vermeer, 1996: 15) [2]

من أتباع التيار الوظيفي كذلك كتارينا رايس التي تعتمد على تصنيف النصوص(Text Typology)، حيث يتحرى المترجم عن نوع النص الأصلي قبل الشروع في نقله، فإذا كانت الوظيفة التي تطغى على النص الأصلي هي الإخبار، يتعين عليه نقل نص نص إخباري، و إذا كان تعبيريا أو عمليا، كذلك يجب أن يكون النص المترجم. و تهدف الباحثة من وراء هذه المنهجية إلى تحقيق "وظيفة" الترجمة في اللغة/الثقافة الهدف. على غرار REISS حققت مبادئ كريستيان نورد نجاحا كبيرا في تعليمية الترجمة ولاغرو في ذلك لأن الباحثة أستاذة جامعية. إذ اقترحت إجراءات عملية على المستوى الأكاديمي و المهني يتوجب على المترجم التقيد بها قبل الشروع في النقل. تتمثل هذه الإجراءات في دراسة ما أسمته بالعناصر الداخلية(Intratextual Factors) وهي: الموضوع(Subject) والبنية(Structure) والمفردات(Vocabulary) والمضمون(Content) والافتراضات السابقة(Presupposition). ثمة عناصر أخرى خارجية (Extralinguistic factors)على جانب كبير من الأهمية وهي الباعث(Initiator) ونية الباعث(Intention of the initiator) و توقعات المتلقي(Expectations of the receiver) ووسيلة الاتصال(Means of communication) وعامل الزمان(Time) والمكان(Space) و الدافع (Reason) إلى كتابة النص ووظيفة النص(Function). و لتسهيل التحري عن هذه العناصر وضعت الباحثة مجموعة من الأسئلة يجيب عنها المترجم قبل شروعه في النقل هي: من كتب النص الأصلي؟ و لمن؟ و لأي غرض؟ و ما هي وسيلة النقل؟ وأين كُتب ؟ و متى؟ و ما هي وظيفته؟ ما هو موضوعه؟ ما هي بنيته؟ ما هي عناصره الضمنية؟ ما هي خصائص ألفاظه؟ ما نوع جمله؟ ما هي نَبْرته و أسلوبه؟ وما تأثيرهما ووقعهما على القارئ؟

بعد الإجابة عن مجمل هذه الأسئلة و التدقيق في عناصر النص الداخلية و الخارجية تبدأ عملية النقل على أساسها إلى أن يتأكد المترجم من تحقيق "غائية" النص في اللغة/الثقافة الهدف. بفضل مبادئها العملية حققت النظرية الغائية نجاحا مذهلا خاصة في الترجمة المتخصصة بمختلف مجالاتها، ولكن مع ذلك تعرضت لانتقادات منها صعوبة اعتمادها في الترجمة الأدبية و الدينية التي تطغى عليها في كثير من الأحيان الآراء الذاتية، مما يجعل التقيد بثقافة المتلقي و تطلعاته وأذواقه مهمة ليست باليسيرة.

Reference list :

1. NORD, Christiane. (1991). *Text Analysis in Translation. Theory, Methodology and Didactic Application of a Model for Translation-Oriented Text Analysis*. Amsterdam & Atlanta: Rodopi.
2. NORD, Christiane.1997a. A Functional Typology of Translation. In: Anna Trosborg. Éd. *Text Typology and Translation,* Amsterdam/Philadelphia: John Benjamin's, pp. 43-66.

3. REISS, Katharina (1989). Text Types, Translation Types and Translation Assessment. In: Chesterman, Andrew. *Readings in Translation Theory*. Helsinki: Finn Lectura.

4. VERMEER, Hans. (2000). Skopos and Commission in Translational Action. In Lawrence Venuti, ed. The Translation Studies Reader. London: Routledge.

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[1]- تم اقتباس و تلخيص مبادئ النظرية الغائية عن:
LAVAULT-OLLÉON,E.(2006).« Le Skopos comme stratégie de déblocage : dialecte et scotticité dans *Suns et Song* de Lewis Grassic Gibbon». <u>Meta : journal des traducteurs</u>, 51 (3), pp. 504-523. Doi : 10.7202/013555ar.

[2]- Hans. Vermeer, Idem. p.15.
- **ترجمة الاستشهاد:** "إنَ الغاية من الترجمة هي التي تحدد النص الهدف و/أو بنيته و ليس النص الأصلي و/أو بنيته اللذين يحددان ذلك".