

University of M'sila
English language and Literature Department
Module: Translation / Level: M1: Civ-Lit
Lesson two: STOA vs TTOA

While some assert that a translation is mainly a "copy" of the original and it should reflect the structure of the source text, others maintain that the main function of a translation is to convey the information contained by the source text to the target readership.

Catford (1965: 20) states that translation is the replacement of textual material in one language by equivalent textual material in another language. In this definition, the most essential thing is the equivalent textual material. However, it is still vague in terms of the type of equivalence. In the same line, Savory (1968) confirms that translation is made possible by an equivalent of thought that lies behind its different verbal expressions. Identical with the above definitions is the one proposed by Newmark: "Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language" (1981: 7). Finally, Wills defines translation more or less similarly as follows:

"Translation is a transfer process which aims at the transformation of a written SL text into an optimally equivalent TL text, and which requires the syntactic, the semantic and the pragmatic understanding and analytical processing of the SL" (Wills in Noss, 1982: 3).

As a concretisation of the formalist vision of translation explained above, Antoine Berman, in his essay *Translation and Trials of the Foreign*, proposes twelve deforming tendencies inherent in the act of translation. These tendencies are, to a greater or lesser extent inevitable but, Berman argues, should be mitigated against by the conscientious translator:

- Rationalisation
- Clarification
- Expansion
- Ennoblement or popularisation
- Qualitative impoverishment
- Quantitative impoverishment
- The destruction of rhythms
- The destruction of underlying networks of signification

- The destruction of linguistic patternings
- The destruction of vernacular network or their exoticisation
- The destruction of expressions and idioms
- The effacement of the superimposition of language.

On the other hand, the supporters of the Target Text-Oriented Approach (TTOA) start from the point that we are supposed to make a text written in a foreign language accessible to an intended target audience. This target audience should not be aware of the fact that they are reading a translation. The text should read as smoothly as possible and be completely adapted to their culture. To achieve such a goal, the translation process may include altering the original structure, merging two sentences into a single one or even changing the style of the text. The only thing that cannot and must not be changed is the message. This requires the translator to have not only a clear insight into the target culture but also s/he needs to know what the cultural guidelines of writing a particular text genre are. For example, Nida and Taber (1969) explain the process of translating as follows: translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. That is, The most essential thing in translating is the message received by the audience. Messages that are significant in both form and content need not only to be understood but also to be appreciated. And only when the translator could state the original features, he can achieve “dynamic equivalence”, which stressed the importance of transferring meaning, not grammatical form.

In a word, “quality of a translation in which the message of the original text has been so transported into the receptor language that the response of the receptor is essentially like that of the original receptors.”