CHAPTER 2
FRAMEWORK OF THE THEORIES

Since the point of translation is focusing on deliver the message from source text into a target text, understanding about the meaning is the key of translations. To comprehend the meaning, a translator should understand the context and co-text because one language brings different culture and it causes different meaning. Those become a problem and also a challenge in doing translation and it becomes the obligation of a translator to overcome. One of the ways to produce equivalence meaning is by annotated translation.

> *An annotated translation which is supported by annotations or notes with the purpose of delivering logical reasoning on the equivalence chosen. It does not only aim at the application of various theories formerly studied, but also at the translator's responsibility for the independent translation he or she has accomplished. The independent translation is carried out by referring to the basic theories of translation which consists at least of methods, procedures, and techniques. Idiomatic and communicative translation were applied so that the target language message could be well-transferred.* (Tommy Andrian: 2008)

In this chapter, the writer uses translation theory to analyze the research data. The theories are annotation, audience design, and need analysis. Then, the writer uses cultural adaptation to translate the terms.

Annotated translation is a translation completed with the notes from the translator. In Sherry Argov's book *Why Men Love Bitches,* there are terms that cannot be translated literally. In this case, the writer analyzes and translates those terms by using annotation method and cultural adaptation technique.

2.1 Translation

As shown in chapter one, the writer explains the theory of translation related to the title of this research. The translation theory is used as the guide in this research.

Newmark (1988:45) defines the act of translating as transferring the meaning of a text, from one language to another, taking care mainly of the functional relevant meaning. He works with three propositions:

1. "The more important the language of a text, the more closely it should be translated";
2. "The less important the language of a text the less closely it needs to be translated";
3. "The better written a text, the more closely it should be translated, whatever its degree of importance."

In spite of the problem that poses the ambiguity of "important" and "better written", Newmark in his proposal intends to narrow the gap between target language and source language. The translator has to establish priorities in selecting which varieties of meaning to transfer in the first place. In that case, he has to use his creativity, particularly when he is forced to distort the target language introducing new elements of another culture. That is the case when he is translating cultural metaphors, transcultural words, and concept words.

Newmark criticises the present-day controversies stuck to the conflict between free and literal translation. For him, if the theory of translation insists on discussing the topic of equivalence, it would be text to text equivalence and not simply word to word. He distinguishes types of texts and types of words in the texts. He classifies texts in three categories, namely: a) scientific-technological, b) institutional-cultural, and c) literary texts.

Furthermore, Newmark stresses that technical or institutional translation can be a challenge because every word has its own identity, its resonnance, and its value. Moreover, words are affected by their contexts. Newmark distinguishes different types of words. They are: functional words, technical words, common words, institutional words, lexical words, and concept words.

Newmark, on the other hand, considers two types of translation: semantic and communicative translation, although he states that the majority of texts require communicative rather than semantic translation. Communicative translation is strictly functional and usually the work of a team. Semantic translation is linguistic and encyclopedic and is generally the work of one translator.

In term of translation problems, Newmark gives special attention to the problem related to the concept of metaphor. In relation to these problems, he proposes seven procedures for translators in doing translating. The procedures are:

1. Reproducing the same image of the SL in the TL
2. Replacing the image in the SL with a standard TL image
3. Translating the metaphor by a simile
4. Translating metaphor or simile by simile plus sense
5. Converting metaphor to sense
6. Deleting
7. Using the same metaphor combined with sense

Newmark stays very close to the linguistics approach when he defines translation theory as an interdisciplinary study derivated from comparative linguistics.

For Newmark, the main concern of translation theory is to determine appropriate translation methods for the widest possible range of texts or text-categories. It is also to provide a framework of principles for translating texts and criticizing translation. Translation theory also attempts to give some insight into the relation between thought, meaning, and language. Translation theory can show the student all that is or may be involved in the translation process. For Newmark, translation is a craft. It means that a translator acquires techniques which takes into account the acts of comprehension, interpretation, formulation, and recreation.

2.2 Audience Design and Need Analysis

In translating the source language into target language, a translator needs to consider some factors, such as the meaning of the words in the source language, the structure, and the culture of the target language. In short, the result of the translation should be accepted in the target language. Consequently, it is obvious for a translator to master the meaning of the words or sentences of the source language. To put it differently, equivalence of meaning is the main factor that needs to be considered by a translator or a translator should focus more on message reproduction than on the forms of the words or sentences.

Baker (2011: 10) states that the word concept of a language can be totally different from other languages since every language views the world differently. Futhermore, Baker also elaborates that equivalence problem can appear in various levels, namely:

(1) Collocation, idiom, and expression,

(2) Grammatical,

(3) Texstual, and

(4) Pragmatic.

Equivalence in translation analysis is always related to the function of the text and translation method. In line with this idea, Hatim and Mason (1997) suggest one pre-translation step called audience design; that is the procedure to identify the readers of the translation. It is necessary to know the audience even though they have the same background such as academic, profession, or intellectual, but they probably have different expectation and cultures. Therefore, during the process of equivalence, it is not enough only to transfer the information from the source language into target language but also to consider the translation users' view in addition to fully comprehend the message in the source of language. Another factor a translator should consider before translating the text is determining the types of the translation he is going to use.

Nida and Taber (1969: 46) state that the most important thing in translating is to keep the meaning of the message which is called "truth". In other words, translation is well accepted if it does not change the "truth". Nida and Taber (1969: 46) focuses on translation as an activity with an aim or purpose, and on the intended addressee or audience of the translation. To translate means to produce a target text in a target setting for a target purpose and target addressees in target circumstances. The function of a translation depends on the knowledge, expectations, values, and norms of the target readers, who are again influenced by the situation they are in and by the culture. These factors determine whether the function of the source text or passages in the source text can be preserved or have to be modified or even changed.

1.3 Methods of Translation

Newmark (1988) mentions the difference between translation methods and translation procedures. He writes that, "*while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language*" (p.81). He goes on to refer to the following methods of translation:

1. Word-for-word Translation

    In which the SL word order is preserved and the words translated singly by their most common meanings, out of context.

2. Literal Translation

    In which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.

3. Faithful Translation

    It attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures.

4. Semantic Translation

    Which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text.

5. Adaptation

    Which is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture is converted to the TL culture and the text is rewritten.

6. Free Translation

    It produces the TL text without the style, form, or content of the original.

7. Idiomatic Translation

    It reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

8. Communicative Translation

It attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership (1988: 45-47).

2.4 Technique of Translation

The following are the translation procedures that Newmark (1988) proposes:

1. Transference

It is the process of transferring an SL word to a TL text. It includes transliteration and is the same as what Harvey (2000:5) named "transcription."

2. Naturalization

It adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL. (Newmark, 1988:82)

3. Cultural Equivalent

It means replacing a cultural word in the SL with a TL one. However, "they are not accurate" (Newmark, 1988:83)

4. Functional Equivalent

It requires the use of a culture-neutral word. (Newmark, 1988:83)

5. Descriptive Equivalent

In this procedure the meaning of the word is explained in several words. (Newmark, 1988:83)

6. Componential Analysis

It means "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components." (Newmark, 1988:114)

7. Synonymy

It is a "near TL equivalent." Here economy trumps accuracy. (Newmark, 1988:84)

8. Through-translation

It is the literal translation of common collocations, names of organizations and components of compounds. It can also be called: calque or loan translation. (Newmark, 1988:84)

9. Shifts or Transpositions

It involves a change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth. (Newmark, 1988:86)

10. Modulation

It occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective. (Newmark, 1988:88)

11. Recognized Translation

It occurs when the translator "normally uses the official or the generally accepted translation of any institutional term." (Newmark, 1988:89)

12. Compensation

It occurs when loss of meaning in one part of a sentence is compensated in another part. (Newmark, 1988:90)

13. Paraphrase

In this procedure the meaning of the word is explained. Here the explanation is much more detailed than that of *descriptive equivalent*. (Newmark, 1988:91)

14. Couplets

It occurs when the translator combines two different procedures. (Newmark, 1988:91)

15. Notes

Notes are additional information in a translation. (Newmark, 1988:91)