TRANSLATION THEORIES*

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ABSTRACT

Translation process is an irreplaceable activity which brings societies and individuals together and which helps them have dialogue and communicate with each other. It dates back as far as the beginning of the history of mankind. Through this historical period inter-communal communication has gradually grown and translation process has developed and become a field of science. As translation science is based on a broad historical process, we need to mention quite a lot of factors when defining the term of translation process. Translation science is a discipline which studies the translation process and the text produced as a result of this process with all its details.

According to Anton Popovic (1987), translation theory is a science which studies the systemic examination of translation and its task is to structure the translation process and the text. Similarly, Peter Newmark (1981) defines translation theory as a body of information related to translation process.

By the second half of the 20th century the prevailing opinion was that morphological properties of texts should be given particular attention and artistic influences of written texts may not be conveyed to the target recipient with full correctness and therefore source text oriented linguistic approaches were adopted. In this approach the criteria is the source text. With this understanding, translator makes translation depending on the source text, which means depending only on the words without looking to the general text. In source text oriented translation, target culture reader is not expected to be as much influenced as the source culture reader.

Translator depending on the source text deals with the text within the discourse facilities in his own language or may present the text with a different form of expression which is unfamiliar to the reader of his mother tongue. Given the fast growing globalization and accordingly, rapidly increasing communication facilities, international relations, increasing interest of men in other cultures, source language oriented approaches were replaced with target language oriented approaches. In this new approach the general text is of more importance than the words. The goal is not translating the words but being able to convey the main idea of the text in the source language to the target recipient. In target language oriented approach, target culture reader is expected to get influenced from the text as much as the source culture reader. The studies up to now examine various aspects of translation process. Quite a number of dignified scientists in this field mention that translation is a very complicated process and it has pragmatic and communicational dimensions. In our study we are

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going to try to sum up briefly the theories and views of Levy, Koller, Klöpfer, Apel and Reiss & Vermeer.

Key Words: Translation Process, Translation Science, History of Translation, Translation Theories

ÇEVİRİ KURAMLARI

ÖZET

Çeviri işlemi günümüzde toplumları ve bireyleri birbirine yaklaştıran ve onlar arasında her türlü diyalogun ya da iletişimin kurulmasını sağlayan vazgeçilmez bir etkinliktir. Geçmişi insanlık tarihinin başlangıcına kadar uzanmaktadır. Bu tarihsel süreç içerisinde toplumlar arasındaki iletişim giderek artmış ve çeviri işlemi gelişerek bir bilim dalı halini almıştır. Çeviri bilim çok geniş bir tarihsel sürece dayandığı için, çeviri bilimin tanımı içerisinde oldukça çok etkenden söz etmek gerekir. Çeviri bilim, bir metni kaynak dilden hedef dile aktarma işlemini, bu aktarma işleminin gerçekleştiği çeviri sürecini ve bu süreç sonunda ortaya çıkan metni her detayıyla incelemeye alan bir bilim dalıdır.

Anton Popovic'e göre (1987) çeviri kuramı, çevirinin dizgesel bir biçimde incelenmesiyle uğraşan bir bilim dalıdır ve görevi, çeviri sürecini ve metni biçimlendirmektir. Benzer biçimde Peter Newmark'da (1981) çeviri kuramını çeviri süreciyle ilgili bilgiler bütünü olarak tanımlamıştır.

20.yüzyılın ikinci yarısına kadar metinlerin biçimsel özelliklerinin ön planda tutulması ve yazınsal metinlerin sanatsal etkilerinin hedef dilde aynı şekilde okura verilemeyeceği düşüncesi hâkim olduğu için, kaynak metin odaklı dilbilimsel yaklaşımlar benimsenmiştir. Bu yaklaşımda ölçüt, kaynak metindir. Çevirmen bu anlayışta çeviri işlemini kaynak metne bağlı olarak gerçekleştirir. Kaynak metne bağlı kalmak metnin geneline bakmadan sadece sözlüklere bağımlı kalmaktır. Kaynak metin düzeyinde yapılan çeviriler, sözcüğü sözcüğüne yapılan çeviri işlemleridir. Kaynak metin odaklı çeviri yaklaşımında, hedef kültür okuyucusunun kaynak kültür okuyucusu kadar yazılanlardan etkilenmesi beklenmez.

Çevirmen kaynak metne bağlı kalarak onu kendi dilinin anlatım olanakları içinde ele alır, ya da kendi dilinde okurun alışık olmadığı farklı bir anlatım biçimi ile de sunabilir. Hızla gelişen küreselleşme ve buna bağlı olarak iletişim olanakları, uluslararası ilişkiler, insanların farklı kültürlere olan meraklarının artması sebebiyle kaynak dil odaklı yaklaşımlar yerini hedef dil odaklı yaklaşımlara bırakmıştır. Bu yeni yaklaşımda sözcüklerden çok metnin geneli önemlidir. Hedef sözcükleri aktarmak değil, kaynak dildeki metnin ana fikrini hedef dildeki okuyucuya aktarabilmektir. Hedef dil odaklı yaklaşımda yapılan çeviriden hedef kültür okuyucusunun, kaynak kültür okuyucusu kadar etkilenmesi beklenir. Bu ana kadar yapılan araştırmalar çeviri eyleminin değişik yönlerini irdelemektedir. Çevirinin karmaşık bir işlem olduğunu pragmatik ve iletişimsel boyutları olduğunu çok saygın çeviri bilimciler dile getirmektedir. Biz bu araştırmamızda kuramlar arasından Levy, Koller, Klöpfer, Apel ve Reiss&Vermeer'in kuramlarını ve görüşlerini kısaca özetlemeye çalışacağız.

Anahtar Kelimeler: Çeviri İşlemi, Çeviri Bilim, Çeviri Tarihi, Çeviri Kuramları

1. INTRODUCTION

The history of translation science dates back to the beginning of history of mankind. Translation evolved for several reasons out of the communication needs of communities using different languages. It first came out in the form of oral translation and later developed in written form. Treaties signed by communities may count as the earliest samples of written translations. Later on religious texts gained more importance. During this historical process communication between communities gradually increased and translation process improved to be a science. Since translation science is based on a broad historical process, we need to mention quite a lot of factors when defining translation science. Translation science is a science which studies the act of transferring a text from source language to target language, the translation process during this transfer and the product in all its details. Once translation became a science, several translation theories were developed. However, these theories should be examined as a whole in order to reach the modern understanding of translation in its actual sense.

Theory, in Turkish Dictionary published by Turkish Language Institution is defined shortly as: 1."abstract information approached free from practice", 2."all of the ideas related to an issue" (TDK, 1988, p.929). Another definition is that "theory is a system of general information and explanation which comes out at any phase of acquisition of knowledge and the trueness and reliability of which is established by scientific method" (Ozankaya, 1995, p.85).

According to Aksoy (2002, p.11-12), translation theory that is in close relationship with the human phenomenon and seen as an inseparable part of it, gains a meaning when theory and practice come together. Seeking an answer to how and why this concept came out means to shed a light to cultural exchange between men, cultures and communities, to understand which work of art was translated for what reason and to understand what it contributed to the communities.

Translation science activity is not only a mechanical transfer but it is also a creative process and cultural transmission. From this point forth, many different point of views were put forward when seeking an answer to the question of "how should a good translation be?" as in the case of any other discipline. These views and approaches argued took time within the historical process to gain a scientific quality or are still being on the way to gain a scientific quality.

By the second half of the twentieth century morphologic properties of texts were prioritized and as the prevailing belief was that artistic effects of written texts cannot be given to the reader with the same effect, source text oriented linguistic approaches were adopted. In this approach the criteria is the source text. Translator translates the text depending on the source text according to this approach. Depending on the source text is depending on only

the words without looking at the text in general. Source text based translations are word to word translations. Source text based translation approach does not expect that target culture reader gets the same effect as the source culture reader from the written text. Translator deals with the text by using his own language facilities while keeping adhered to the source text or may present in a different form of wording which is not familiar to the target language reader.

Due to the fast growing globalization and accordingly rapidly improving communication facilities, international relations, increasing interest in other cultures, source language based approaches were replaced by target language based approaches. In this new approach, the overall text is more important than the words. The goal is not to transfer the words but to be able to transfer the main idea to the target reader in the target language. In target language based approach target culture reader is expected to be influenced as much as the source culture reader.

1.1. Levy's Approach

Check translation theoretician Jiri Levy (1969, p.49) is a scientist who influenced the translation researchers with his approach. Levy's approach to translation process differs from other translation theories because Levy takes the translator, translation process and the form of the translated text into consideration and to the same extent he considers translation of a written text as a branch of art. According to Levy, it is of high importance to assign the communicative aspects of significant formal properties of the foreign writer. Literary work should not lose its literary value. Levy argues that artistic aspects of a work can be determined by logic and that those aspects can be transferred with the same artistic value to the target language free from its content, world and language and by replacing them with the formal components of another language. (Stolze, 2001, p. 152)

Levy considers that the goal of translation is to stay with the original text message, to comprehend and to transfer the original message. Levy also emphasizes that translation is a recreating process while sticking by the original text and that a text which is non-conforming with the original should not be produced. Levy also underlines that certain formal and basic features of a text should be saved as a basic rule, however, non-functional formal structures should not necessarily be saved (Göktürk, 2002, p.40-41).

Translation should be consistent and holistic and the goal of translation should be recreating the effect of the source text in another language. Levy, who adopts "faithful translation" method, takes translation process as a "decision making" process (Aksoy, 2002, p. 34-35).

Levy states the goal of a translator as: it is a must for a translator that he is supposed to have gains and experiences in his field. As a result he is supposed to save the artistic and aesthetic values of the original text during translation process. The translator should also remember that he is expected

to translate the original text in such a way that the target reader can clearly understand the message.

Levy's view is also shared by Lieken-Genvig (1995:58). Genvic, just like Levy asserts that translation process is made up of two phases. One is comprehending phase and the other is transmitting the comprehended message.

1.2. Koller's Approach

Koller, who produced plentiful works of translation and analyzed different dimensions of translation, brings forward the equivalence issue in translation. In his work "Grundprobleme der Übersetzungstheorie, he pronounces that translation process is a kind of interpretation art. According to Koller (1972, p.47), phonological, morphological and syntactic units need to be transferred to the target language with a linguistic interpretation during translation. In other words, Koller expects that translator will first internalize the original text in both structural and semantic terms and then will find the equivalent patterns to be able to transfer the original text to the target language and when necessary will complete the translation process with his own interpretation.

According to Koller, translation activity is an equivalence operation between the source text and the text in the target language. Koller, (1987:85) divides the equivalence mentioned in a quotation from Nida, into two:

Formal equivalence (Formale Äquivalenz)

Dynamic equivalence (Dynamische Äquivalenz.)

In formal equivalence, equivalence in the source language text is dealt with in terms of content and form. Here the translator seeks for fidelity in order to make a transfer sentence-for-sentence and word-for-word. "Word-for-word" or ""literal translation" is based on this equivalence principle.

Source text writer in his work develops a certain style and uses some artistic expressions and preciosity in order to beautify the text. When the translator, who transfers it to the target language, fails to reflect these artistic values and preciosity as in the source language, the produced text loses its artistic quality and turns into a plain text. Therefore, formal equivalence is of great importance while transferring especially literary works.

In dynamic equivalence, the goal is to produce a natural text in the target language, to make it comprehendible, avoiding any misunderstanding, in other words, it should not have a complicated or confusing meaning and thus, equivalence effect should be provided.

A translator trying to achieve a dynamic equivalence seeks ways to set equivalence between two languages in both content and form. Additionally, he pays attention to the similarity in terms of the relations between the original text and its reader and those of the produced text and its receptors. While doing this, the text in the target language might be longer

than the original text or it might require more words. This is not just because of the structural difference between the two languages but also due to the fact that the translator wants the produced text to be understood easily and needs to provide some additional information related to the subject matter to be able to establish the necessary equivalence between the two languages as well as not to force the capacity of the receptors (readers).

Koller (1987:86), based upon the opinions of Nida, divides the source of issues that might occur in equivalence understanding in three groups:

An equivalent term might not exist in the target language culture.

Source language and target language might have differences such as expressing two connected terms in one term. For instance, Swedish has two terms for "grandfather". They use "farfar" for father's father but ""morfar" for mother's father whereas German and English languages offer only one word "grandfather/Großvater". Similarly, in Turkish there is no such a difference.

Source language and target language may differ from each other in usage of certain indicators (words) for certain states and circumstances.

In dynamic equivalence, the focus is on the message and the receptor of the message. More accurately, in dynamic equivalence, translator is supposed to determine primarily to whom the original text addresses, more clearly, at which social group (children, soldiers, doctors, lower or upper class, an occupational group which requires a superior-subordinate relationship, etc) it is aimed and then present the text in the target language according to the culture of that social group.

After all, translator's task while analyzing the source text is to examine the communicational function of the source text on the one hand, which means solving the message that the foreign writer wants to transmit to the receptor (reader) and on the other side to present the text in another mechanism for the receptors of the target language, determining the linguistic properties of the original text and transferring it to the target language with an equivalent method.

Communicational translation theory, defended by Nida as well, keeps the formal aspect of the content in the background while focusing on the communicational role of the meaning instead. For this purpose, Nida suggests a principle which he calls "dynamic equivalence", which advocates that translator should pay attention to the communicational value of the text in the target language. Any principle which disregards the formal aspect of a message and which is based on direct transfer of content fits in free translation understanding (Aktaş, 1996 s. 74).

Transferring the source text to the target language by keeping the equivalence depends on analyzing the style of the foreign writer. What do we mean with the term of style? We need to mention this issue. In its broadest

terms, style is usage of a language in a certain context by a certain writer for a certain purpose (Altay, 1992:26).

In another saying, it is that the translator picks up and uses language items with his own criteria in order to transmit the thoughts of the source language user and add a certain speciality to his words (Vardar, 1978:50).

Shortly, we can describe this term that is both related to oral and written language, especially literary works as linguistic properties of a text, a discourse in its conventional meaning.

1.3. Kloepfer's Approach

The general idea of prioritizing formal properties of texts and that the message in the original text may not be transferred to the target language in the same fashion led to source text based translations during this period. Later on it has been understood that it is not sufficient to deal with translation at only equivalency level ,so scientists like Kloepfer started to think that the method to be followed in translation is neither simply being faithful to the source text nor to meet the expectations of the target text reader.

Kloepfer, who puts emphasis on the necessity that the mentioned factors during the translation process should be considered altogether, also states that while the translator is reproducing a linguistic work in the target language, he should do his best to make the original text be comprehendible in the target language. In other words, translator's task is to reflect the language and culture of the source text in the target text, yet symbolic meanings in the source text should not be rewritten casually, which can be inferred from Kloepfer's definition of translation. "Translation is a creative writing but not rewriting in a random fashion; it is the writership of the writer" (Göktürk, 2002, p.40).

Kloepfer takes sides with translation produced in accordance with the types of texts. Like Levy, the issue that Kloepfer also lays emphasis on is the transfer of form and content. The content of a translation is like two sides of a paper according to him.

In other words, Kloepfer summarizes translation as the photocopy of an original text. When he introduces his view, Kloepfer defends that translators need to reflect all the beauty of the original text in the translated text as they are. Kloepfer, who overemphasizes the content and form issue, stresses that the aesthetic and artistic features of a text are determined by these two elements. He states that the reader will enjoy, will have fun when these two elements are transferred. When Kloepfer argues his point, he defends that the value of each indicator in the source text, their semantic fields, their connotations, self-significance, affective meaning and associative meaning should be paid attention and the equivalence of all should be sought in the target language and then transferred.

Another issue that Kloepfer focuses on is that words or word groups should reflect the implicit expressions .As is known, figurative meaning of words are often used in theatre scripts in order to entertain, excite, cheer, exhilarate, provoke or grieve the reader. Kloepfer suggests that such linguistic indicators should be transferred as they are to the target language. When faced with some difficulties due to the cultural differences, Kloepfer, just like Levy, suggests that interpretation should take place. Translator, when transferring the events those do not exist in another culture, naturally will have to apply to the act of interpretation, which we call "hermeneutics". Kloepfer favours interpretation which is as short as possible considering the reader.

1.4. Apel's Approach

Another theoretician who differs from other linguistic approaches and who has a similar view as Kloepfer's is Apel. Apel focuses especially on the transfers of implicit expressions of words or word groups.

Apel adopts Kloepfer's view. He, too, defends that all the properties of the source text should be primarily analyzed when translating literary texts. Ape, asserts that with Kloepfer's view, understanding a text is the first dimension of translation process. Apel calls the second dimension as the production process. Apel frames his views on transferring the literary texts as follows (1983:30):

"Literary texts and amongst these theatre scripts are all works of art. Readers and the audience are entertaining and having fun with these texts.

When transferring such texts from one language to another, translator must bear in mind some important points. These are all about the content, style and meanings of indicators. With these elements which translator may not ignore, translation product achieves an artistic vale.

All in all, Apel's approach overlaps with Levy's approach. Just like him, Levy, attaches importance to the act of interpretation which we call "hermeneutic", apart from the ones we mentioned above. He defends that difficulties occurring while translating cultural words can be coped with by using this method.

1.5. Reiss and Vermeer's Approach

Reiss and Vermeer's approach covers the effect of the produced literary texts on the reader, which they call "skopostheorie".

"Skopos" as a word was first used by Hans J. Vermeer in 1978 and then in 1983 in more detailed fashion in his book "Articles on Translation Theories". The word Skopos, derived from Greek means "target" "goal". Vermeer's Skopos Theory is mainly based on literary theories which reflects a general shift to communication theory, text linguistics, and text theory and in addition, reception theories (Baker, 2001, p.235). According to this

approach, during translation the target text is formed by the function aimed to be realized by the target text in the target cultural setting. In another saying, translation should be focused on the function aimed at the target text in its own cultural setting. Other scholars working in this paradigm also include Amman (1990), Hönig and Kußmaul (1982), Kupsch-Losereit (1986) and Nord (1988), who approach translation on a scientific level and who moved away from predominantly linguistic translation theories and proposed functional approach (purpose of translation, target text reader and contingency) instead of structural approach (language and text) Baker, 2001, p.235). In this context, Skopos Theory forms a base for the approach "Ground of a General Translation Theory" developed by Katharina Reiß and Hans J. Vermeer, as well.

According to this theory every translation is an action and every action has an aim or a purpose, likewise, every translation has an aim. At this point, translator is an actor who takes into consideration the cultural aspects that are contributing factors in the source text and different aspects of the target culture during translation process and who produces a new text on the related cultural platform. Translator has more freedom because depending on the source text was replaced by depending on purpose. Thus, target language, target culture and target reader are prominent.

Skopos Theory has a functional quality. The person who assigns a translator for the task of translation has an aim. Translation should achieve the aim of the source text writer and on the other hand, it should function by serving to the determined aim established in accordance with the target world's cultural properties. While functioning in this direction a new text should be produced in such a way that it should create the same effect in the target language. Bengi (1995, p.16) explains that this concept could have three different uses according to Vermeer. The first is the translation process. The second is the result of translation, which covers the function of translation. The third is the translation method, in other words, the aim of the method. Translation according to Skopos, is" not primarily producing an exact equivalent of the source text but to produce a new text in accordance with a certain aim or purpose (Vermeer, 2004 p.31).

Translator, as a member of a society of a certain culture and an individual, principally is free to choose his own "Skopos" just as every individual is free to choose his own way of behaviour. Translation depends on the reaction of a translator to a source text. Translator is free to choose Skopos needed for a source text to be comprehended well by the aimed recipients and also responsible for this task. If a source text is demonstrated in a way that the translator intends to do, then it is properly comprehensible in conformity with (skopos) (Rifat, 2004, p.265).

Bahadır and Dizdar (2004, p.257-266) quote from Vermeer and define translation as "transcoding words and sentence patterns in a text into

equivalent words and sentence patterns in another language" (Rifat, 2004, p. 257). According to Vermeer, act of translation cannot be dissociated from the aim of the text produced through translation. "An act of translation could also be called as a constant intercultural transfer. "As a work and an activity, translation includes the most appropriate analyze derived from ancient cultural links of a phenomenon and transfer of these links to the target cultural links" (Reiß and Vermeer, 1984, p.46).

Skopos in its general meaning is translation for a certain purpose (Vermeer, 1996, p.4). It seems that Vermeer's theory divides this concept into three, namely; "translator's intention", the aim of the original text" and "the function of translation". This division shows that the word "purpose" is not limited to the aim of the original text (Vermeer, 1996, p.7-8). In that case it is apparent that the aim of the employer and the translator play a great role as much as the aim of the original text. By Vermeer's definition (1989, p.177) "aim" is fulfilling a set of acts by the translator towards the end point and he describes these acts as follows:

a set of actions fulfilled during the translation process and aim (translator's intention).

the style or mode of translation (aim of produced text) from now on the translator's aim in using this specific mode.

The purpose of translated text, its future function (function of translation).

To deal with Vermeer's theory in more detail, the theory comprises "work", and "translator" who is considered to be in a position of expert. The task and decision making power of translator is quite broad in this approach. As of the properties of the theory, translator-employer, translator-source text writer and translator-reader relationships draw attention. Where the aim of the translator is set by the "employer", the translator is considered to be an "expert". The access of the translation to the target text reader depends primarily on how the employer sets the aim of translation (Yazıcı, 2005, p. 145). Skopos theory places the translator in the centre. The translator holds all the responsibility; at the same time the translator himself decides whether the translation is good or bad.

Vermeer and Toury are pioneers of target oriented approaches, however, these two theoreticians fall apart from each other as it is understood from their definitions of translation at the very beginning. According to Toury, every text counts as translation in the target culture is translation whereas Toury presents a more narrow-scoped definition and defines translation as an end product of an action. Toury focuses on the position of translation in the target culture whereas Vermeer rather sets off with reference to the aim of translation. For these two theories it could be said that Toury's is "product oriented" and Vermeer's is "process-oriented" theories.

This approach named "Skopos Theory" is also adopted by famous translator Nord (1993:9). Nord explains their approach like:"Skopos theory takes translation act as a meaningful process, which means what the aim of translation product is and what it could give to the reader".

2.   RESULT

By the second half of the twentieth century morphologic properties of texts were prioritized, that is source text oriented translations were popular, however, in the world globalizing over time, it has been observed that source text oriented translations could not create the same effect on the target audience. For this reason target text oriented translations took place and target audience was expected to have more effect from the translated texts. The better a source text is analyzed the more satisfactory translation will be achieved. If the translator focuses only on words or sentences during translation he would be on the wrong track. The starting point should be the text and the text should be interpreted as a whole. Only then the recipient audience can be accessed. Otherwise, translation would not be more than a transfer of a text.

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