

The ideology of translation vs translation procedures

Anne Ryan¹

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ABSTRACT

Translation plays an important role in the transfer of knowledge between cultures, languages and nations different. As an activity to transfer the message or purpose contained in one language into another language appropriately and naturally, translation work becomes complex. Therefore various approaches were initiated to understand the process translation, including the theory of translation ideology. The terms domestication and foreignization in translation are two terms put forward is often referred to as an ideology or translation strategy. Domestication is a strategy which is used to reduce the "alienation" of the term from the source language, thus the reader feel like a translation is not a translation product. While foreignization is on the contrary, this strategy is more towards the source language to introduce the term or foreign culture to the target audience. In practice, translators cannot be separated from both, but different biases are often based on the purpose of translation and who is the user of the translation. This article provides a brief overview of the ideology of translation and how important this theory is to raise awareness translation about the impact of their choice on the translation result.



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Correspondence:

 Ryan, A.
 New York, NY 10003, United States
 a.ryan@nyu.edu

¹  Department of Linguistics, New York University, New York, United States

1 INTRODUCTION

There are several theories applied in the discussion to analyze the data associated with the problems in this study. The theory is used to answer questions about emotion word mapping. The theory is used to explain the translation procedure, and the theory is applied to describe the translation method in this research problem. Theory is used to determine the ideology of translation that is applied in translating [1][2][3].

The first to identify two general methods consisting of seven procedures in translating BS text to BT text. The two methods are the direct method (direct) and the indirect method (oblique). Direct translation includes borrowed, calque, and literal while oblique translation includes transposition, modulation, equivalence, and adaptation [4][5].

Direct translation means that BS messages can be perfectly translated into TL, because messages are based on categories or parallel concepts. Indirect translation is used when there is a gap in BT which must be filled by some equivalent meaning, so that the meaning or impression is the same for BS and BT. Indirect translation should also be used when the language has some structural or metalinguistic differences so that certain stylistic effects can be transferred without lexical or radical semantic changes [6][7]. More precisely, the translator should turn to indirect translation if the message translated literally has another meaning either from BS, according to something in the metalinguistics of BT but not the same linguistic level.

2 MATERIALS AND METHODS

The translation procedure can be divided into two, namely (a) direct translation, which includes loan, kalke, and literal, (b) oblique translation which includes transposition, modulation, equality, and adaptation [7][8]. This is further explained in detail as below.

Loans (Borrowing)

A loan is the simplest procedure of all translation procedures. In the loan procedure, SL is transferred directly to BT. Borrowing procedures in translation are not always justified by lexical gaps in SL, but can be used as a way to retain the local color of the word, or used for fear of losing some of the semiotic and cultural aspects of the word if translated. "The process by which words are imported into a language is known as borrowing." (The process by which words are absorbed into the language is known as borrowing). There are several possibilities that occur in this procedure. First, borrowing without changing the form and meaning (pure loan words), second, borrowing with changes in form, but without changing

the meaning (loan mix), and third, borrowing when part of the term is part of the original and others are borrowed, but meaning fully borrowed (loan blends). Loans with no change in form and meaning (pure loan words) or (Pure loanword). For example, a word borrowed directly from BS such as the English word film in Indonesian becomes film as well. This procedure can be divided into two, namely natural translation and literal translation. Loans with a change of form but without changing the meaning (mix of loan words) or (loan mix). Mixed Loans (loans when part of the term is original and other parts are borrowed) (loan blends) [9].

Calque

Calque is a special type of loan in which language borrows expressions from others, but then each element is translated literally. It divides this procedure into two parts: first, the lexical calque, which takes into account the syntactic structure of the second, the structural calque, introduces new constructs into the language.

Literal

Vinay and Darbelnet said that literal translation or word-for-word translation is a direct transfer from the SL text according to BT's grammatical and ideomatic texts where the task of the translator is limited to observing adherence to the linguistic level of BT. In principle, literal translation is a unique solution which can be used back and forth and is complete in itself. Translation is not needed to make changes other than clarifying, such as those concerning grammatical suitability or inflectional endings, for example in English "where are you?" Translated into French "Où êtes-vous?". This procedure is most often found in translations between closely related languages, for example French-Italian, and especially those of the same culture.

A literal translation is one of the writer's way of making a good literal translation only that something has to be sacrificed because of the structural and metalinguistic requirements and after checking that the meaning is fully preserved. But Vinay and Darbelnet say that translators can judge a literal translation to be 'unacceptable' because it gives a different meaning, has no meaning, is unnatural for structural reasons, does not have the appropriate expression in the metalinguistic of BT, corresponds to something in different language levels.

Transposition

The defined transposition as a procedure that involves replacing one-word class with another word class without changing the meaning of the message or meaning. In translation, there are two types of transposition forms: mandatory and optional transpositions. This procedure is also a change in grammar from SL to TL (from singular to plural;

position of adjectives, changing word classes, changing nuances, and transposing basic expressions)

Modulation

Modulation is a variation of the message form, obtained from a change in point of view. This will change the semantic form and point of view of the SL. This translation can also be accepted when the translation results in grammatically correct speech, it is deemed inappropriate, unidiomatic or awkward in TL [10].

As with transposition, there are two types of modulation, namely free/optional modulation and fixed / mandatory modulation. Fixed modulation whereby translators with good knowledge of both languages are free to use this method, as they will be aware of the frequency of use, overall acceptance, and confirmation given by the dictionary or grammar of the preferred expression. While free modulation tends towards unique solutions, solutions that rely on habits of thought and which are required are not optional. Free modulation is used often enough or is felt to offer the only solution, it may become fixed [11]. Fixed modulation is also a type of modulation that changes SL expressions with negative meanings to BT expressions with positive nuances. The divided modulation into several types, namely abstract into concrete, cause into effect, means become results, part becomes whole, and geographic change.

Equivalence

Using this term to refer to cases where language describes the same situation with different stylistic or structural methods. This equivalence is very useful in translating idioms and proverbs [12].

Adaptation

The defined adaptation as a procedure that creates new situations to demonstrate situational equality. And also involves changing the reference culture when the situation in the source culture does not exist in the target culture. It is to suggest that the cultural connotations of the reference in the English text to the game cricket may be best translated into French by reference to the Tour de France. This adaptation is mainly used in the translation of books and films.

A refusal to make use of adaptations that are not only structural, but also related to the presentation of ideas or their arrangement in the verse, leads to a text that is perfectly true but still always betrays its status as a translation by something that cannot be explained in its form and thus becomes something that is not right [13].

3 RESULTS AND DISCUSSIONS

It is to argue that the ideology adopted by the translator will greatly determine the translation method, namely the way the translation process is carried out in relation to the objectives of the translator he chooses. Therefore, the relationship between the ideology of translation and the method of translation is proportional. If the translator adheres to the foreignization ideology, he will choose translation methods oriented to SL. Likewise, if he adheres to the ideology of domestication, he will use translation methods that really respect the TL system and culture.

The translation ideology is a pre-existing entity within the translator and the translation method is chosen on the basis of the translation ideology. In other words, the ideology of translation is essentially at the super macro-level or outside the text. Meanwhile, the translation method is a global option that affects the entire text and is determined before the translator does his job. Since the translation method affects the entire text, this global option is at the macro level. The translation method can only be identified or observed in the translated text, not at the micro-level (sentences, clauses, phrases or words).

Based on the orientation, the translation method is divided into two major groups, each of which consists of four translation methods [14]. The first group is the word-for-word translation method, the literal translation method, the faithful translation method and the semantic translation method. The translation method of the first group really respects the BS system and culture. The second group consists of the adaptation translation method, the free translation method, the idiomatic translation method and the communicative translation method. The translation method of this second group highly appreciates BT's system and culture. Therefore, the translation produced through the translation methods of the second group is very natural and familiar to the readers. It puts the eight translation methods mentioned above on a diagram, which is called a diagram lettered V, as adapted below.



Figure 1. V diagram of the translation method (Newmark, 1998: 45)

Figure 1 above shows that like the ideology of translation, the method of translation also has two poles. The left pole puts emphasis on SL, while the right pole puts emphasis on TL.

Below is briefly discussed the nature of each of these translation methods emphasis on Semantic and Communicative Translation.

Word-for-word translation in its application, explains that this translation method is basically still very much tied to the word level. In carrying out its duties, the translator only looks for the equivalent of the word BS in BT without changing the word order in the translation. In other words, the word order in the translated sentence is exactly the same as the word order in the original sentence [15].

At first, literal translation is carried out like word-for-word translation, but the translator then adjusts the word order in the translated sentence according to the word order in the BT sentence. This method is usually applied when the BS sentence structure is different from the TL sentence structure [16]. Translation is loyal to try to produce contextual meanings of SL text while still being limited by its grammatical structure. Words that contain culture are translated, but deviations in terms of grammar and word choice are still allowed. This translation sticks to the intent and purpose of the SL text, so that the translation results sometimes feel stiff and often foreign.

In contrast to loyal translation, semantic translation is more flexible and considers the aesthetic elements of BS texts by compromising the meaning as long as it is still within the limits of reasonableness. Semantic translation is also more flexible when compared to faithful translation which is more bound by SL. The four methods above are methods that are more oriented or give more emphasis to SL. Meanwhile, the following four methods are BT-oriented methods.

Adaptation is the freest translation method and the closest to TL. The term "adaptation" can be included here as long as the adaptation does not sacrifice important things in the BS text, for example; theme, character or plot. Usually, this method is applied in translating drama or poetry. This method is a translation that prioritizes content and sacrifices the form of BS text. Usually, this method takes the form of a paraphrase which can be longer or shorter than the original text. Some experts, including Newmark objected to a translation using this method as a "work of translation". This is due to a fairly drastic change in the TL text.

Idiomatic translation, this method aims to reproduce messages in the BS text, but often by using the impression of familiarity and idiomatic expressions that are not found in the original version. Therefore, there are many distortions of nuances of meaning. Communicative translation, this method seeks to reproduce contextual meanings in such a way that both the linguistic and content aspects can be immediately understood

by the reader. As the name implies, this method takes into account the principles of communication, namely the reading audience and the purpose of translation. Through this method, a SL text version can be translated into several BT text versions according to the above principles [17]. In this case, the researcher refers to the method described by Newmark, because it is more comprehensive and can clearly show the ideology used by the translator. So that the researcher's line of thought departs from examining procedures, methods, and finally the ideology of translation.

Ideology of Translation

It is to argue that ideology in translation is not only based on the perspective of critical discourse analysis but also based on the perspective of cultural studies. Research on translation and ideology has two different perspectives that must be determined in advance, including (1) Ideological translation focuses on how the 'ideology' of a text to be translated is confronted with and how best to convey it into a translation. From this perspective, various discursive forms in a text are focused. Some of the obstacles that tend to relate to this are the use of language in social life, including values, belief systems that have been known by a group of individuals in certain social groups. For example regime and feminism. So that tends to express culture in SL into TL. (2) The ideology of translation, this ideology becomes a term that includes something that is most basic not only in the text or its translation, but also what is contained in the text and its translation.

Some of the obstacles in this case are that the text on SL can be translated into TL, which means that a text on BS can be translated into TL with a traditional approach. Based on these two differences, a significant issue is the principle which a translator must use in the process of translating a text.

The translator's mediation is ideological, namely; the ideological translation of the translation results is feminist or regime oriented towards the BS culture or tradition while the translation ideology, a translator in translating is oriented towards BT based on his tradition. In addition to culture and tradition, the ones that really play a role in this are the self-perspective on the values and belief systems that are adopted in a common way.

It is to suggest that ideology is an assumption, belief and value system that is collectively owned by a particular society or social group. It defines ideology as a principle adhered to by a person or group of people and their mindset cannot be separated from the cultural values they have. The ideology becomes the basis for thinking, acting and behaving. Any ideology that a person or group of people adheres to (for example, political, economic, religious, social and cultural

behavior) will be manifested through linguistic behavior. One of the linguistic behaviors is manifested through translation behavior or translation ideology.

Based on the orientation, it divides the ideology of translation into two, namely; (a) Foreignization of translation, which is a translation that deliberately violates the target convention by retaining something unknown from a foreign text, (b) Domestication of translation, namely a transparent translation, by adopting an eloquent style to minimize oddities in foreign texts. The two tendencies above can be said to be the mediation or interference of translators in the translation process, translators who are oriented so that the reader is closer to the message conveyed by the author is called foreignization, and conversely translators who are oriented towards the writer to be closer to the reader are called domestication.

In this study, the approach used in analyzing the transfer of the meaning of the emotional concept of English into Indonesian is a textual approach which in the analysis does not involve a third party because the analysis is carried out directly by the researcher to be able to interpret an emotional concept with its original meaning. Textual analysis is an analysis carried out directly by the researcher without involving a third person. The method of analysis used in this study to answer questions that have been formulated is with two theoretical umbrellas. The theory of translation and semantic theory, these two theories are used as a knife to dissect the transfer of emotion words that have been mapped.

It argues that mapping is an activity of describing something in a general way. The term mapping is part of a semantic point of view as a way of describing meaning in detail with a small picture representation (configuring meaning in simpler lexicons and paraphrases). Cognitively, meaning mapping is a representation that proves the truth of certain multi-functional language patterns in which the same language form is used in different contexts to express various concepts of different situations. Mapping that is meant in this research is mapping words or phrases that have the nuances of emotional words from English into Indonesian using cognition scenarios.

Humans categorize everything in this world. That's how human thought or cognition works. Emotions do not escape categorization. That means, there is a cognitive structure in emotions, which is a way how emotions are differentiated from one another. Emotions can be divided into three, the details are as follows: (1) the difference seen in the presence of a large number of emotional words, (2) differentiating based on the incidence of antecedents (which cause emotions) and (3) manifestation of emotions (signs the emergence of emotions), and based on the researcher's own construction.

MSA combines philosophical and logical traditions in semantic studies with a typological approach to language learning that is based on empirical research on language. MSA has a term to describe concepts objectively called semantic primes, a simpler basic core, a universal meaning that is believed to exist in all languages in the world. It argues that MSA is an approach to semantic analysis based on reductive paraphrases that violates the concept/lexicons by using the original meaning. A number of natural meanings consist of several components including the conceptual primitive and the lexical universal.

The concept of emotion encoded in the English lexicon is coherent in a fairly complete (though not too sharp) domain of cognition with the characteristics and specificities of the semantic structure. It affirms the analysis of the concept of emotion in broad terms, depicts it from two separate areas: harsh speech, emotions associated with "events that are contrary to expectations" and emotions associated with "catastrophe". It suggests two more specific emotional areas as follows, (1) Emotions associated with events contrary to expectations including frustration, relief, disappointment, surprise, and amazement; (2) Emotions associated with adversity include sadness, unhappiness, depression, confusion, depression.

Like any other language, English is a relatively small language in terms of emotions that refers to "good events" and not all of these words are associated with feeling "good". For example, envy means that 'something good happened', but unfortunately, it happens to other people, who did not experience it feeling 'something bad', not 'something good'. There are several common English lexicons related to cognition of 'good things' that have happened and are happening, or will / can happen and imply 'good feelings', such as; happy, happy, relieved, etc. The joyful cognition scenario is simpler than the happy one, and argues that being happy is a better start than the "positive emotion term" analysis. There are two important cognition components to the happy scenario. The first evaluation "something good happened" and the second volitive "I want this to happen".

4 CONCLUSION

The concept of emotion by finding cognition scenarios into six types. This theory describes something that is in accordance with the cognitive scenario in order to map or categorize the lexicon of emotions that is simpler to analyze and understand. As with any complex entity, the concept of emotions can be classified in various ways, including; 'Something good happened' (eg happy or being happy); 'Something bad happened' (eg sadness or sorrow); something bad could / will happen (eg fear or anxiety); 'I don't want something like this to

happen (eg angry or furious); 'Thinking about other people (eg envy or envy); and think about yourself (eg shame or regret). Each of these themes is associated with several aspects of the cognitive scenario that underlie the emotional concepts.

Conflict of Interest Statement

The author declared no conflicts of interest related to the material presented in this article.

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