

**The comparative study Of Cultural Translation: A practical approach of
theory In modern translation**

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Abstract:

With technology and information, translation has been gaining increasing international influence. In order to provide the international readers a better understanding of translation, modern translation theory becomes particularly important. The application of “skopos theory” in translation has been expanded continuously, now has provided a better direction and trend of contemporary translation research. Skopos theory is one of the most significant theory within functionalist approach in translation studies. The theoretical part of the paper explores major development in translation theories by applying functional theory. Relying of the ‘Skopos theory’ stands out as a functionalism, that impact and guides numerous translation practices in modern translation. “Skopos theory” is widely used in modern translation, and has a high degree of adaptability. Furthermore, it will assess its practical application or basic principles in new era of translation studies. Through this evaluation this paper highlights the relevance translating a culturally loaded text from one language to another culture. Cultural transmission is a heterogeneous population transmits cultural items successfully.

Keywords: Skopos , functional , strategies, application, principles, adaptability.

Introduction:

Comparative analysis of culture and translation explores how societies acquire and transmission belief, values, knowledge and behavior from source text to target text. Translation is an essential part of biological or social system that preserves cultural qualities across generations. Cultural translation shapes social structure and preserves norms to societal adaptation. Cross-cultural psychology examines behavior of people and highlights in how could an individual passes information and receives to new environment? Translation of cultural elements in literature is a complex process. To translate cultural items should recognizes that each culture has its own culture specific qualities. A translator is responsible for transferring them into target culture without disturbing the essence of original text. Christina Nord remarks: “A cultural phenomenon on that is present in culture x but not

present (in the same way) in culture y.” (Nord, 1997, 34). In this process it includes various elements like human traits, culture, collectivistic thinking, Identity etc. Translation studies concerns about features how a cultural specific points are transferred across linguistic boundaries. Cultural translation is constantly teaching and learning, that how people receive and mingle with different cultural cues and find new identity.

Translation is a free source of information and knowledge it works like a system from the possession of some texts, transfer of the written works into various branches, and creates new cultural incarnations and linguistic features. Transfer of the meaning is not major purpose but it deals with transfer of culture, and influences and determine context of text. Derrida remarks: “a regulated transformation” (1981: 20). Readers will be always grateful to the translators who made efforts to the best literary works of the world. Translation has changed and improved our language structure by interpreting of our own texts. In previous centuries translation was the basic necessity for understanding the texts of literature, philosophy and religion. That time translation was depend on the effort of some people, but it was not the primary requirement. In modern era translation has become our primary need in each sphere of life. The importance of translation presents in the words of Peter Burke: “Translation is an actually central to ‘cultural history. The role of translated texts in movements such as the Renaissance, the Reformation, the scientific revolution and the enlightenment is of obvious importance-to say nothing of the expansion of Europe into other continents.” (Burke, 3).

With globalization India has been gaining increasingly international influence. The scope of translation research has been expanded continuously, and has now become the main direction in contemporary translation research. Translation practices have been there from oldest period, but after the establishment of the “international Federation of Translators” translation studies achieved great importance from 1850. In the beginning translation was a medium of communication, but gradually it has adapted as important discipline and noticed to a large extent. In the beginning of 20th century translation has become multi-faceted, and has become our social necessity. In this period translation studies can be understand from two perspectives one is linguistic and second one is social and cultural perspectives. Linguistic approach of translation concerns primarily on the meaning and equivalence of language. Linguistic approach explores “what” and “how”, they work on the philosophy of language. Translator must aware of the intention of author, what he wants to convey. The main purpose of a theory to understand the subject and language involved and communicate information from one text to another text. Translation studies contain a big area of theories, like sociolinguistic, functional, communicative, and hermeneutic, and others. All these theories are concern about language, culture, context, and purpose of translated text. The first general theory of translation was introduced by Etienne Dalet in 1540, in his work “*La Manire de Bien Traduire d’une Langue Aultre*”. He sets ground level rules behind all translation theories, which can be follow for high quality translation. The translator must

understand perfectly the source language and target language. Translator must have all information and knowledge in the subject matter. These rules are universal for all kind of translation. There is study of modern translation through the lens of skopos theory, emphasizing the importance of purpose driving translation strategies.

Systematic theorization started from 1960'1970, mostly theories were based on the issues related to linguistic aspects of translation. A diachronic system of the translation theories reflected issue of the faithfulness of the translators towards the source text or the issues of the equivalence, that can be explore between the source and target text. The success of translation based on the faithfulness of translator towards original work. It is accepted the act of translation is a complex human activity, all these elements related to the process of translation and need to be brought under keen observation. Traditional methods of translation has been analyzing a translational works on the base of linguistic approach of translation, but after the emergence of 'functionalism approach' of translation in Germany created a new horizon in the field of translation studies. The discipline of translation resulting they completely ignore the basic features associated with the process of translation. 'Functionalism' means concerns on the function of text. Functionalism is a huge term for many theories of translation, and this approach did not appear in overnight. German functionalist play a crucial role in the development of functionalism. Roots of this approach could be find in early translation practice, especially in the translation of religious books. Before 1950,s or 1960,s translation theories were emphasizing linguistic approach of translation. At that time mostly theorists such as Jerome, Cicero, Martin Luther and others have shared their difficult experiences in translation process. Translation was profoundly influenced by linguistic discipline, translation study considered as science equipped with rules and method of language. They focused on equivalence-based linguist approach. However, the word equivalence was not sufficient for solving all the problems of translation. Functionalism is called a new theory, which could explain and solve questions of translation from an alternative perspective of translation. As Munday defines:

"The 1970s and 1980s, saw a move away from the static linguistic typologies of translation shifts and the emergence and flourishing in Germany of a functionalist and communicative approach to the analysis of translation." (Munday, 2001:73).

Jeremy Munday is a freelance translator and also the writer of "*Introducing Translation Studies*", in this book Munday surveys a broad area of theoretical with in the major area of "translation studies". He defines the "process of translation" as includes "the translator changing an original written text (the source text or target text." ((Munday, 5). Munday focuses on the different approaches of translation, largely were developing from Germany. Function of text is core of translation rather than structure and communicative approach of translation. Munday directly reviews 'skopos theory' in his book, which is more relevant in 20th century. Not only Munday but also numerous opinions have been addressed towards the application of skopos theory. Skopos theory has merged with earlier functionalist

approach, (Katharina Reiss's text types and language function) in a collaborative task between Reiss and Vermeer in 1984 (Nord, 2012, 27). Skopos theory has developed with a purpose and led important consideration in translation process. There is need of practical experiences for a translator to understand demands of target audience. Skopos theory allows an insightful notion, and improves individual's creativity when they deal translation of a given text.

The Concept Of Skopos Theory

This article employs this theory, which is a part of functionalist approach to translation. Skopos theory begins in the late 1970,s introduced by Hans j. Vermeer in Germany. The means of 'skopos' in German language "aim" or "goal". Vermeer defines the success of a translation based on its purpose, and it should fulfill desire of target culture. He confirms: "Each text is produced for a given purpose and should serve that purpose"(Vermeer, 1989).This theory claimed to be a "framework for a general theory of translation".(Nord, 2012,27). According to this theory purpose of translation is more important rather than to stick to the rules of source text. Skopos theory is a purpose driven theory source text could be translated into various culture and language with various purpose. This theory is not concern about equivalent of a text, leads to new strategy of translation of a text from source language to target language. One advantage of a skopos theory it does not create limit for the translators to follow the same method of translation in all kind of text. This theory is most relevant for translation of commercial, technical and functional texts. In the process of communication this theory allows translators choice to represents text according to socio-cultural context and complete reader expectations. In this approach the translator must take into account not only the linguistic and cultural differences between the source and target languages but also the social and cultural context in which the will be apply. The Skopos theory experienced four stages:

1-Katharina Reiss and the functional category of translation criticism.

2-HansJ.Vermeer: Skopos theory and beyond.

3-Justa Holz-Manttari, and the theory of translation action.

4-Christiance Nord's Function plus Loyalty principle.

The key principles of skopos theory are- purpose comes first and then translation happens. Second principle is to give importance to the target audience and their context and culture. The third principle of this theory, which makes it unique from other theories that is freedom of the translator. The book 'possibilities and Limits of Translation Criticism' written by Katharina Reiss, can be considered as the "starting point for the scholarly analysis of translation in German" (Nord, 2001).Vermeer believed that there is always a purpose or a logically reason behind for translating a text. Once we have this purpose or a reason in our mind, then we can paint or image of our end user, it may be a person or the people that will be using the text. For example doctor in a hospital, teachers in a school, or researchers in a lab. Once we have our end user and our aim, we can then use those to help navigate us through the text and translation also our decision-making. Such as, the terminology we should use as well as the style and the tone of the text. Skopos theory also brings in other

translation theories and methods. Skopos theory gives us idea that there are just as many possible translation of text as there are reasons for translating text. Now, how does skopos theory benefits us? First you think about anything, that you want to talk or write about society. Then first think about reason why one wants to translate a particular text? Is there is any information or inspiration? Once you have decided your purpose in of your target audience. For example will it be children or Adults. Now you think about the language that suits your target audience. Such as, will it be formal, informal or technical.

The term “cultural turn” is a key factor of translation, which helps literature and rapidly expansion for global world. “Translation Discipline” was a new genre, when a paper written by James. S.Holmes, a poet and a translator, called “The Name and *Nature of Translation Studies*” become the foundation of the new discipline. This act made translation international phenomenon. In modern period translation has become the most lucrative business because of its multidiscipline. With the help of technology translation industry has improved efficiency and speed. “Skopos theory: A Practical Approach in the Translation Process” by Ika Kana Trisnawati discusses about skopos theory as a functional approach to translate, that explores the purpose of target text. Ika emphasizes the important role of social, cultural, and the translator’s personality in making translation of the text. As Hans.J.Vermeer asserts, “It is the purpose of the target text that determines translation methods and strategies”. (Vermeer 1989). Jeremy Munday is a freelance translator and also writer of “Introducing Translation Studies: Theories and Applications”, the introduction of this book declares:

“This book is designed to serve as a coursework for undergraduate and postgraduate translation, translation studies, and translation theory, and also as a solid introduction to students, researchers, instructors, and professional translators. The aim is enable the readers to develop their understanding of the issues and associated language, and to begin to apply the models themselves. (Munday,p.2).

Holz-Manttari, who takes up this concept of from communication theory and action theory with the single purpose to propose his action model. He claimed that translation is as purpose-driven, outcome –oriented human activity focuses on the purpose of translation. “It is not about translating words, sentences, or texts but is in every case about guiding the intended co-operation over cultural barriers enabling functionally oriented communication.” His model of translation provides a proper guideline that can be used to a broad range of professional translation process. According to this model translation has human connection. It allows the condition of translation as “message-transmitter compounds” that includes intercultural exchange of messages. Translation is not only copying of source text but functionally has to be decided by the translator, who is aware of translation model. This model is placing translation within its context and including the function between translator and text’s circumstances. Skopos theory helps translators to be aware of cultural context of source text.

Modern Translation

This technical era allows rapid exchange of knowledge and culture no matter how long the distance can be. Demand of common language can solve the problems of communication. For solving this problem global world moves towards lingua France, and in this process English language has started playing a crucial role in every part of the world. Foreign language teaching has become more effective method in international communication and majority of people are participating in this course. Multilingualism feature of world society lead translation into various languages. Technical translation has become the habit of day-to-day life. With respect of message translate into different languages, concern structure and context of target language.

Language creates more researches and theories of translation have been published earlier. However, there is need to understand distinction between professional and natural translation. Both literature and translation require a strategy of presentation, both has different purpose which apply a suitable strategy of work. The most pertinent puzzle about position of translation, it is just a process or communication between—author and translator. In modern technical period translation can describe in its diachronic and synchronic perspective. We are living in multicultural country, and there is no way around it without translation. In technical era translation has become imperative to exchange culture, information, and knowledge. Modern translation known as technical translation, it bridges among different culture and society.

Modern translation strategies guided by skopos theory, serves not only to convey the method of translation but to reinterpret literature with in modern literary landscape. Skopos theory emphasizes on the purpose of translation and the most important factor in selecting translation strategy and method. Under this theory purpose is more important rather than stick to the source text. It is a purpose-driven translation approach. According to this theory a source text could be translated into various culture and languages with different purpose. Modern translation is most relevant for the translation of commercial, technical, and functional texts. The application of this theory in modern way of translation improves to the point of writing skill. This theory allows translators choices to represent text according to socio-cultural context and fulfill reader's expectations. Modern translation is profoundly driven by technology, which helps translators to highlighting the creative strategies in act of translation. The success of a society based on the faith-fullness of translators towards the original text. It is accepted the act of translation is a complex human activity without the help of technology is not possible accurate translation, but without human existence it is impossible present cultural values of a society.

Modern translation is known as technical translation, and translation study includes different kind of special text and provides a high level of context knowledge. Translation is

closely connected with process of communication which generates high quality of terminology database between different sources of communication. Skopos theory allows translators to be professional and organize an appropriate set of ethics and orders, responsible that translation must accurate, culturally and professionally developed. Technology improves specialized translators like other fields, such as medicine, law etc. Hausser points out:

“Translation offers the enabling condition that a coherent source text is given in advance, in context to automatic language generation, which must deal with the issues of “what to say?” and “how to say?”. Translation is in a changing phase and becoming professional and divided into two sectors, applied and pure. Applied translation counts translators training and learning, teaching. Artificial intelligence tools, computer, linguistic methods and project management. Technology has designed instruments, and technical tools that simplify task of translators and promote research activity in the field of translation. Pure translation refers to natural translation by interference of human beings. Pure translation creates language application technology to understand human language and pattern. Translation has significantly influenced by time, place, social needs, cultural changes and most important technology. The most crucial influential turn happens developed in the translation was the invention of printing press. Printing press has transformed ways of produced text and how language transformed understood across the boundaries of country. The broad development of different technical platforms translation practices has become more standard and widely accessible.

With the development of social-economic structure, translation also moves to ‘national- intergration’ this means community of one country rises above the narrow system of religion, caste, and language. Education has made broad the level of thinking and people want to know one’s country and to be aware of the traditions and culture of different linguistic qualities. This happens only by encouraging the tradition of translating various literary texts into different languages. Culture is the “best that has been thought and said in the world” (Arnold).

Comparative Analysis of Culture and Translation

A translator has to adapt culture of both text, readers will find source culture in target culture. As a professional translator he/she establishes a mature connection between two languages. Even-Zohar (1981) defines translation is possible way of transform procedures. Comparative study of translation is “literature without walls”. While translating a culturally loaded text from one culture to another culture a translator has to face certain difficulties. Newmark, discusses the text and the writer’s purpose (Newmark 1988,12-13) and remarks that, “The intention of the text equals its understanding and the perspective that the author has an the topic, while the translator’s intentions are usually the same as those of the author.” Translator scholar Peter Newmark’s classification of cultural-specific features are examined translation methods, and advised that cultural features must presented by

translators. These traits are present in chain, and create all them in target text not an easy task, unless translator merges in cultural items profoundly. For this purpose translator uses cultural-equivalence strategies, in source cultural words are translated into target cultural word. However, because of translation society knows and learns about different cultures and overcome cultural obstacles. Translation is not about word to word but a task of transferring logically sense. As S. Bassnet and Harish Trivedi quote:

“...translation doesn’t happen in a vacuum, but in a continuum, it is an isolated, it is part of an ongoing process of intercultural transfer. Moreover, translation is a highly manipulative activity that involves all kinds of stages in that process of transfer across linguistic and cultural boundaries.” (Bassnett & Trivedi, 1).

Conclusion

This research has added to a growing body of translation studies that examined cultural impact on translation strategies. Cultural transmission is a heterogeneous population transmits cultural items successfully. Translation is an appropriate balance of art and science it uses technology for creating an artistic image in research and communication. Both theory and practice of translation apply both linguistic and aesthetic features in a text with the help of different technical tools. Relying of the skopos theory has decided that in multicultural country like India has to practice of translation. This paper has discussed relevance of skopos theory in technical era and tried to explain cultural influence on the practice of translation strategies. However, this theory can be criticized not least for the complexity of its complex words. But this theory explains the practical way of translation and it covers situation of the translator, and presents guideline for intercultural transfer of text. Skopos theory is disappointing and does not clearly consider cultural differences in detail.

This paper has proved the importance and relevance of skopos theory in modern way of translation. The application of skopos theory vividly illustrates the purpose-driven framework of translation industries. Here are the main concern of the theory is translator’s notes, initial translation, and emphasizes to expand accessibility and emotional resonance of readers. By examining of this theory, we gain a deep understanding of purpose of translation in modern world. Within the framework of Skopos theory a translator is able to find new perspective and reinterpretation in the text. Translation is just the replacement of the words, and in this process translator should be able to get the equivalent words to replace words according to target language. This theory has revolutionized traditional theories by prioritizing purpose rather than simply translating source text. Finally, this theory is a balance between applied linguistic elements with purpose and demand of readers. Translators must weight every matters, and focuses on the purpose of translation.

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