Chapter 1 : Gideon Toury - Wikipedia

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In the long history of translation, such notions as accuracy, correctness, or well-formedness have played an important role in assessing the quality of a translation. Depending on what is understood by translation, these notions have been given different significance. Despite much research over the Despite much research over the past 50 years, translation studies has not developed into a homogeneous discipline and there is no agreement on its central concepts. Different approaches exist side by side, each of which focuses on specific aspects, looks at the product or the process of translation from a specific angle, and uses or avoids specific terminology. One of the concepts that has been used differently within translation studies and whose value has been both asserted strongly and called into question, is the concept of norms. Both Gideon Toury and Theo Hermans have contributed substantially to this debate and to the development of the concept of norms in and for translation studies. Research within translation studies has been concerned with the description Show Context Citation Context Toury shifted the focus of attention by saying that a translation is every text that is regar The periphery Periphery does not mean sub-culture. Rather, it is a position from where one can look at the center, perhaps intervene in it, but always from a distance. A distance that reflects the dynamism of a potential center as well as the possibility of reaching towards other peripheries. A distance that also creates the perspective one needs to think, to view and eventually to reproduce an object. Periphery is thus a geographical concept, but as well a literary one, the act of translating being in fact a process peripheral to that of writing. Since I live on the periphery, it is as someone from the periphery that I would like to say a few words about translation and literature. Is Canada, and Quebec especially, really on the periphery? No doubt it is. Geographically, socially, culturally and even historically, it lies on the periphery of the Western World, in particular of the giant to the South which, while itself made up of many peripheries, possesses nonetheless the mass and the force of what can only be described as a center, if not the center. This being said, one should be happy to be on the heterogeneous periphery, because a better perspective is often achieved from afar and because there, one more easily finds a vital force that is too often absent at the center. The these classes and th Ig uerence etwee n a general idea of th She felt her pupils had discipline. P a very positive basis for further Show Context Citation Context But if we accept such an explanation of the abilitysto arrive at interlinguistic textual correspondence, then no rational analysis is possible. To my parents and sisters ii Declaration: A review of critical studies since by Reinbert Tabbert " There are four important factors which have prompted suc There are four important factors which have prompted such studies: Show Context Citation Context

In search of a theory of translation by Gideon Toury, , Porter Institute for Poetics and Semiotics, Tel Aviv University edition, in English.

German Literature Before and After. Roman Jakobson, Semiotics, Linguistics, Poetics: An International Newsletter of Translation Studies. Toury Literal Translation and the Translation of Structures: Margalith On Deviant Uses of Collocations. Toury The Missing Bibliographical Principles: Spoken Hebrew as a Language of Literary Translation. Toury Hasifrut, , Toury Equivalence of Units and Equivalence of Texts: New Perspectives in Literary Studies, eds. The Translation Studies Reader, ed. London and New York: Western Theories of Translation, eds. City University of Hong Kong Press, Translation Theory and Intercultural Relations, eds. Literatuur in vertaling - systeem en norm: Voor en doeltekstgerichte aanpak van de literaire vertaling. Literatuur, wetenschap, vertaling en vertalen, eds. Toury Interlanguage and Its Manifestations in Translation. Toury Clownery for a Retarded Hebrew Reader: Toury Communication in Translated Texts: Teorie contemporanee della traduzione: Toury The Translator as a Nonconformist-to-be, or: Toury Contrastive Linguistics and Translation Studies: Towards a Tripartite Model. Required, Existing and Possible Relations. Ministry of Education and University of Haifa, Toury Pseudotranslations as a Literary Fact: The Case of Papa Hamlet. Toury Sharing Relevant Features: An Exercise in Optimal Translating.

Chapter 3 : Susanna Jaskanen: On the Inside Track to Loserville, USA

Gideon Toury (Hebrew: ×'×"×¢×•×Ÿ ×˜×•×¨×¨×™ â€Ž) (6 June - 4 October) was an Israeli translation scholar and professor of Poetics, Comparative Literature and Translation Studies at Tel Aviv University, where he held the M. Bernstein Chair of Translation Theory.

Become a member of TranslationDirectory. He does not advocate the study of individual translations, but rather views the body of translated works as a system working within and reacting to a literary system, which, in turn, is working within and reacting to the historical, social and cultural systems of the particular target audience. Therefore, there is a system within a system within a system i. Literature viewed as a system can be traced back to Russian Formalist thinking of the s when Yury Tynjanov is credited with being the first person to describe literature in these terms Hermans, , Translated literature itself is also considered to operate as a system in at least two ways â€" firstly in the way that the TL chooses works for translation, and secondly in the way translation methodology varies according to the influence of other systems Munday, Even-Zohar himself emphasizes the fact that translated literature functions systemically: PS functions as a system on the level of a series of relationships between apparent opposites. If literature is to remain vibrant, it needs to be in a constant state of fluctuation, with established, canonized forms being constantly nudged and eventually replaced by newer, more innovative, peripheral models. Therefore, translated literature does not occupy a fixed position in a literary system because the system itself is in a constant state of change, although Even-Zohar proposes that the secondary position is really the normal position for translated literature Munday, , However, even though change to the core comes from the peripheral, new literary forms, when translated literature occupies this position, it is generally perceived to be fairly conservative, working within the confines of the target culture. Even-Zohar does insist that there are occasions when translated literature forms part of the nucleus, and it is then that the boundaries between translated and original literature begin to merge, being virtually indistinguishable from one another Even-Zohar, , There are three possible scenarios when this may occur: Translated literature introduces features and techniques that did not previously exist, such as new poetic structures. This could conceivably be the role that Harry Potter occupies in Chinese Mandarin. There are also occasions when translated literature can occupy both a central position and a peripheral position within a literary system. This may occur when major social changes are taking place. Even-Zohar exemplifies this with the role of translated literature in Israel in the early s when literature from Russian into Hebrew was more dominant than translations from English, German or Polish Munday, , ; Even-Zohar, , Having briefly discussed the theoretical workings of the polysystem approach, it now remains to be seen how it affects translation methodology. If the position of translated literature is weak, the reverse trend occurs. The translator tends to adopt more features from the target culture, so the translation becomes target culture dominant, often providing a less than satisfactory translation Even-Zohar, , ; Munday, , PS is important because it moves translation away from the traditional ST-TT linguistic comparisons of shift and equivalence towards the viewing of translation in a social, cultural and historical context. There is also a change from the study of individual texts as a systemic approach tries to uncover the universal laws and principles that govern translation. It is also quite significant because it can be applied to other systems other than literary systems, such as television programming and politics, making the system itself universal. PS has been widely criticized on a number of issues: Berman also thinks that translated literature remains a separate entity within the target culture. Subjectivity also dominates the definition as to what constitutes canonized and non-canonized literature. She questions the abstract nature of the theory which tends to neglect concrete examples while, at the same time, wondering whether the theory has progressed much beyond the ideas of Russian Formalism of the s Bassnett and Lefevere While PS could be seen as offering an intellectual approach to translation, I believe that it remains far too abstract in its presentation because it does not provide concrete evidence, it does not venture into specifics, or offer functioning examples. No mention is made of the concept of overt and covert translations this comes later , although Even-Zohar says that it is difficult to differentiate translated literature from original when placed in the central position. Gideon Toury worked with Even-Zohar before

moving on to develop his own general theory of translation. Firstly, he acknowledges that translation occupies a place in the social and literary system of the target culture, therefore recognizing polysystems. He proposes a three-phase TT-oriented methodology: This point is controversial because the choice of segments would be subjective. This allows for the creation of a profile for the genre, period and author. He argues for successive descriptions through time and concurrent descriptions of the various recognized genres in society Gaddis Rose, , From this framework, and from comments made by publishers, reviewers and translators themselves, norms can be determined, which show up regularities and trends. Toury sees different kinds of norms in action during various stages of the translation process. If the shift is more towards the ST, the TT is described as adequate. If the shift is towards the TT, the ST is described as acceptable. This is an interesting concept because Toury himself says that no translation is ever totally adequate or acceptable He describes other norms: This involves matricial norms that refer to the TT as a whole, such as the addition of footnotes and passages, or the omission or relocation of passages; and textual-linguistic norms that cover language and stylistic features. Through the identification of norms, Toury hopes to formulate translation laws. However, he thinks that it does over generalize. He also says that there is a need for clarity and an attempt to avoid ambiguity in the TT. Although Toury claims that his norms are descriptive, Andrew Chesterman states that the very concept of norms makes them prescriptive. Chesterman proposes an alternative set of norms: In , and The International Comparative Literature Association held meetings and conferences around the world on the subject of translated literature. It viewed literature as dynamic and complex, and called for more interaction between theoretical models and practical case studies. The main issue was how to proceed with the case studies. There are four sections to their scheme: Lambert and van Gorp do not believe that it is possible to determine all of the relationships involved in translation, but they do emphasize the fact that all translations and translators are inextricably linked to each other. A New Comparative Introduction. The Translation Studies Reader. Translation and Literary Criticism. London and New York: Descriptive and Systemic Approaches Explained. Descriptive Translation Studies â€" And Beyond. John Benjamins, Published - January

Chapter 4 : Your IP has been blocked

A replacement of the author's well-known book on Translation Theory, In Search of a Theory of Translation (), this book makes a case for Descriptive Translation Studies as a scholarly activity as well as a branch of the discipline, having immediate consequences for issues of both a theoretical and applied nature.

Translation activities should rather be regarded as having cultural significance. The acquisition of a set of norms for determining the suitability of that kind of behaviour, and for manoeuvring between all the factors which may constrain it, is therefore a prerequisite for becoming a translator within a cultural environment. It will be specu- lated upon at some length towards the end of the book Excursus C. In the present chapter the nature of the acquired norms themselves will be addressed, along with their role in directing translation activity in socio-culturally relevant settings. This presentation will be followed by a brief discussion of translational norms as a second-order object of Translation Studies, to be reconstructed and studied within the kind of framework which we are now in the process of sketching. As strictly translational norms can only be applied at the receiving end, establishing them is not merely justified by a target-oriented approach but should be seen as its very epitome. Rules, norms, idiosyncrasies In its socio-cultural dimension, translation can be described as subject to constraints of several types and varying degree. These extend far beyond the source text, the systemic differences between the languages and textual tradi- tions involved in the act, or even the possibilities and limitations of the cogni- tive apparatus of the translator as a necessary mediator. In fact, cognition itself is influenced, probably even modified by socio-cultural factors. At any rate, translators performing under different conditions e. Something has obviously changed here, and I very much doubt it that it is the cognitive apparatus as such. In terms of their potency, socio-cultural constraints have been described along a scale anchored between two extremes: Between these two poles lies a vast middle-ground occupied by intersubjective factors commonly designated norms. The norms themselves form a graded continuum along the scale: The borderlines between the various types of constraints are thus diffuse. Each of the concepts, including the grading itself, is relative too. Thus, what is just a favoured mode of behaviour within a heterogeneous group may well acquire much more binding force within a certain more homogene- ous section thereof, in terms of either human agents e. Along the temporal axis, each type of constraint may, and often does move into its neighbouring domain s through processes of rise and decline. Thus, mere whims may catch on and become more and more normative, and norms can gain so much validity that, for all practical purposes, they become as binding as rules; or the other way around, of course. Shifts of validity and force often have to do with changes of status within a society. In fact, they can always be described in connection with the notion of norm, especially since, as the process goes on, they are likely to cross its realm, i. The other two types of constraints may even be redefined in terms of norms: Within the com- munity, norms also serve as criteria according to which actual instances of behaviour are evaluated. Obviously, there is a point in assuming the existence of norms only in situations which allow for different kinds of behaviour, on the additional condition that selection among them be nonrandom. The centrality of the norms is not only metaphorical, then, in terms of their relative position along a postulated continuum of constraints; rather, it is essential: Norms are the key concept and focal point in any attempt to account for the social relevance of activities, because their existence, and the wide range of situations they apply to with the conformity this implies , are the main factors ensuring the establishment and retention of social order. This holds for cultures too, or for any of the systems constituting them, which are, after all, social institutions ipso facto. Of course, behaviour which does not conform to prevailing norms is always possible too. Moreover, "non-compliance with a norm in particular instances does not invalidate the norm" Hermans At the same time, there would normally be a price to pay for opting for any deviant kind of behaviour. One thing to bear in mind, when setting out to study norm-governed behaviour, is that there is no necessary identity between the norms themselves and any formulation of them in language. Verbal formulations of course reflect awareness of the existence of norms as well as of their respective significance. However, they also imply other interests, particularly a desire to control behaviour -- i. Normative formula- tions tend to be slanted, then, and should always be taken with a grain of salt. Translation

as a norm-governed activity Translation is a kind of activity which inevitably involves at least two languages and two cultural traditions, i. These two types of requirement derive from two sources which -- even though the distance between them may vary greatly -- are nevertheless always different and therefore often incompatible. Were it not for the regulative capacity of norms, the tensions between the two sources of constraints would have to be resolved on an entirely individual basis, and with no clear yardstick to go by. Extreme free variation may well have been the result, which it certainly is not. Rather, translation behaviour within a culture tends to manifest certain regularities, one consequence being that even if they are unable to account for deviations in any explicit way, the persons-in-the-culture can often tell when a translator has failed to adhere to sanctioned practices. It has proven useful and enlightening to regard the basic choice which can be made between requirements of the two different sources as constituting an initial norm. If the first stance is adopted, the translation will tend to subscribe to the norms of the source text, and through them also to the norms of the source language and culture. This tendency, which has often been characterized as the pursuit of adequate trans- lation,2 may well entail certain incompatibilities with target norms and prac- tices, especially those lying beyond the mere linguistic ones. If, on the other hand, the second stance is adopted, norm systems of the target culture are triggered and set into motion. Shifts from the source text would be an almost inevitable price. Thus, whereas adherence to source norms determines a 2. Obviously, even the most adequacy-oriented translation involves shifts from the source text. In fact, the occurrence of shifts has long been acknowl- edged as a true universal of translation. However, since the need itself to deviate from source-text patterns can always be realized in more than one way, the actual realization of so-called obligatory shifts, to the extent that it is non- random, and hence not idiosyncratic, is already truly norm-governed. So is everything that has to do with non-obligatory shifts, which are of course more than just possible in real-life translation: Its initiality derives from its superordinance over particular norms which pertain to lower, and therefore more specific levels. The notion is thus designed to serve first and foremost as an explanatory tool: Even if no clear macro-level tendency can be shown, any micro-level decision can still be accounted for in terms of adequacy vs. On the other hand, in cases where an overall choice has been made, it is not necessary that every single lower-level decision be made in full accord with it. We are still talking regularities, then, but not necessarily of any absolute type. It is unrealis- tic to expect absolute regularities anyway, in any behavioural domain. Actual translation decisions the results of which the researcher would confront will necessarily involve some ad hoc combination of, or compromise between the two extremes implied by the initial norm. Still, for theoretical and methodological reasons, it seems wiser to retain the opposition and treat the two poles as distinct in principle: If they are not regarded as having distinct theoreti- cal statuses, how would compromises differing in type or in extent be distin- guished and accounted for? Finally, the claim that it is basically a norm-governed type of behaviour applies to translation of all kinds, not only literary, philosophical or biblical translation, which is where most norm-oriented studies have been conducted so far. As has recently been claimed and demonstrated in an all too sketchy exchange of views in Target M. Shlesinger b and Harris , similar things can even be said of conference interpreting. Needless to say, this does not mean that the exact same conditions apply to all kinds of translation. In principle, the claim is also valid for every society and historical period, thus offering a framework for historically oriented studies which would also allow for comparison. An overview Norms can be expected to operate not only in translation of all kinds, but also at every stage in the translating event, and hence to be reflected on every level of its product. It has proven convenient to first distinguish two larger groups of norms applicable to translation: Preliminary norms have to do with two main sets of considerations which are often interconnected: Such a policy will be said to exist inasmuch as the choice is found to be nonrandom. Different policies may of course apply to different subgroups, in terms of either text-types e. Considerations concerning directness of translation involve the threshold of tolerance for translating from languages other than the ultimate source lan- guage: If it is mentioned, is the identity of the mediating language supplied as well? Operational norms, in turn, may be conceived of as directing the decisions made during the act of translation itself. They affect the matrix of the text -- i. They thus govern -- directly or indirectly -- the relationships as well that would obtain between the target and source texts; i. So-called matricial norms may govern the very existence of target-language

NORMS IN TRANSLATION 59 material intended as a substitute for the corresponding source-language material and hence the degree of fullness of translation , its location in the text or the form of actual distribution , as well as the textual segmentation. Obviously, the borderlines between the various matricial phenomena are not clear-cut. For instance, large-scale omissions often entail changes of segmen- tation as well, especially if the omitted portions have no clear boundaries, or textual-linguistic standing, i. By the same token, a change of location may often be accounted for as an omission in one place compensated by an addition elsewhere. Textual-linguistic norms, in turn, govern the selection of material to formulate the target text in, or replace the original textual and linguistic material with. Some of them may be identical to the norms governing non-translational text-production, but such an identity should never be taken for granted. This is the methodological reason why no study of translation can, or should proceed from the assumption that the latter is representative of the target language, or of any overall textual tradition thereof. It is clear that preliminary norms have both logical and chronological precedence over the operational ones. This is not to say that between the two major groups there are no relationships whatsoever, including mutual influ- ences, or even two-way conditioning. However, these relations are by no means 3. The claim that principles of segmentation follow universal patterns is just a figment of the imagination of some discourse and text theoreticians intent on uncovering as many universal principles as possible. Nevertheless, we can safely assume at least that the relations which do exist have to do with the initial norm. Every model supplying performance instructions may be said to act as a restricting factor: Consequently, when the first position is fully adopted, the translation can hardly be said to have been made into the target language as a whole. Rather, it is made into a model-language, which is at best some part of the former and at worst an artificial, and as such nonexistent variety. On the other hand, when the second position is adopted, what a translator is introducing into the target culture 4. Thus, for instance, in sectors where the pursuit of adequate translation is marginal, it is highly probable that indirect translation would also become common, on occasion even preferred over direct translation. By contrast, a norm which prohibits mediated translation is likely to be connected with a growing proximity to the initial norm of adequacy. Under such circumstances, if indirect translation is still performed, the fact will at least be concealed, if not outright denied. In an attempt to come up with a method for translating an Akkadian myth which would be presented to modern Israeli audiences in an oral performance, he purports to combine a "feeling-of-antiquity" with a "feeling-of- modernity" in a text which would be altogether simple and easily comprehensible by using a host of lexical items of biblical Hebrew in Israeli Hebrew grammatical and syntactic structures. It might be added that this is a perfect mirror image of the way Hebrew translators started simulating spoken Hebrew in their texts: The apparent contradiction between any traditional concept of equivalence and the limited model into which a translation has just been claimed to be moulded can only be resolved by postulating that it is norms that determine the type and extent of equivalence manifested by actual translations. Rather than being a single relationship, denoting a recurring type of invariant, it comes to refer to any relation which is found to have characterized translation under a specified set of circumstances. At the end of a full-fledged study it will probably be found that translational norms, hence the realization of the equivalence postulate, are all, to a large extent, dependent on the position held by translation -- the activity as well as its products -- in the target culture. An interesting field for study is therefore comparative: In fact, this kind of study is absolute- ly vital, if translating and translations are to be appropriately contextualized.

Toury also touches upon the concept of equivalence, stating that the type and extent of equivalence found in translations is also norm-governed When discussing norms, Toury mentions two of their qualities that bear on every practising translator as well as anyone wishing to study them methodically: As regards their specificity, norms do not necessarily apply across cultures nor even across the various sub-cultures of a society, whereas their fundamental instability means that they also change across time. Such changes may be prompted by translators themselves, translation criticism, translation ideology, and translation schools The fact that norms change their status across time means that at a given time there may exist three different sets of norms in a society: One should establish the varying status and force of norms so as to be able to draw conclusions and make generalisations. There are two different sources for studying translational norms: By studying these sources a scholar could find out whether particular norms are, in terms of their force, basic or rule-like norms, secondary norms or tendencies, or tolerated behaviour This is, indeed, what I set out to do in this study: I will look at extratextual sources in section 3. Audiovisual translation and norms Delabastita approaches translation from the perspective of audiovisual communication. According to him, this branch of research has been practically overlooked in scholarly circles despite the increasing quantitative importance of translation in mass media He argues that this is due to the fact that the study of popular culture phenomena has never been high on the list of priorities among scholars. Delabastita does admit that the past few years have seen a proliferation in the number of individual field studies but at the same time he deplores the scarcity of a holistic outlook on the subject. What Delabastita calls for is the recognition of the special qualities of film and TV translation and their establishment as a fully-fledged scientific discipline. Instead of seeking only partial solutions, of probing merely into one aspect of film and TV translation, scholars should adopt a more comprehensive view Translation in mass media should be seen in a much wider context of intercultural dynamics. For this purpose, Delabastita attempts to provide scholars and translators with a theoretical outline covering the entire problem field. As a starting point for his discussion Delabastita employs the tripartite division of "translational relationships" He agrees with Toury in that translation studies should be descriptive instead of prescriptive. The term competence covers all the possible modes of translation theoretically available for a translator, whereas the term performance comprises the actual patterns of translational behaviour within a given culture. Between the theoretical competence and the practical performance it is, therefore, possible to establish a set of culture-bound norms that govern the choices made by a translator. To discuss competence, Delabastita defines "film" which he uses as a generic term to include feature films, documentaries, etc. It differs from a theatrical performance in its "material reproducibility" Delabastita proposes "a film translation scheme" As an example of verbal signs transmitted through the visual channel he mentions the credit titles and all kinds of written material shown in the course of the film, whereas music and sound effects are non-verbal signs transmitted through the acoustic channel. The procedures a translator can employ when rendering a SL sign into the TL are the following: Delabastita regards subtitling as an example of adiectio in that source film signs are repeated with the addition of new visual verbal signs, whereas in dubbing SL acoustic verbal signs are replaced substitutio by TL acoustic verbal signs. As Delabastita himself admits, the scheme is more of a provisional pattern than a competence model as such, since it does not specify what kind of linguistic or stylistic relationships there are between the source film sign and the target film sign Therefore, he stresses that the scheme needs to be complemented with findings from translational reality. While the concept of competence includes the modes available in theory, in a given target culture there are norms directing the choices a translator makes. Delabastita points out that "the effect of norms can be deduced from particular regularities of behaviour" but they can also be detected in metatexts, i. One recent example of such a metatext is Karamitroglou , who has suggested a trans-European set of subtitling standards. Delabastita then formulates two sets of questions a scholar should pose when examining a particular translation in order to detect a norm,

or rather "a complex interactive group of norms" The first set is aimed at defining the translation type of an individual film e. In the case of subtitling, one should study e. The second set of questions can be applied to a large corpus of translations in order to establish the whole cultural framing e. However, this can only be deduced by systematically studying actual translational performance, i. Delabastita provides translators and scholars alike with a very useful theoretical framework which inserts film translations into a larger context and shows that they do not operate in a cultural vacuum. By necessity somewhat abstract, it aims at guiding future research rather than giving predigested information. Possible general norms in Finnish subtitlings At this point it is worth discussing the possible general norms governing the choices made by Finnish subtitlers. What follows is by no means intended to be an exhaustive list of all the possible norms at play; rather, it is based on statements made by both scholars and subtitlers themselves, discussions with colleagues, in-house stylebooks used by television channels and subtitling companies as well as my personal experience and observations as a subtitler. In other words, coming from a variety of sources, it is a heterogeneous collection of both actual and desired translational behaviour. The possible general norms in Finnish subtitlings could be loosely divided into two categories: I have a feeling that my definition of linguistic-textual norms here is much looser than that of textual-linguistic norms used by Toury. Formal norms relate to the technical as well as visual aspects of subtitling, which is why they are also more easily observable than linguistic-textual norms. Those mentioned in practically every study in the field are space and time, which are often considered to be the technical constraints specific of subtitling. This fact often leads to a misunderstanding as to their normativity, because it is believed that they are absolutes rather than variables and, therefore, norm-governed. The situation, however, is not so simple but needs to be examined at some length. Space refers to the number of characters and rows used in subtitling. While the maximum number of characters is more or less constant some characters , there are other specifics relating to characters that are rarely mentioned. Firstly, the colour of the characters used is white, yet with teletext there are also other options available. In addition, subtitling companies and individual subtitlers seem to have a wide variety of conventions as regards the use of cursive script. Capital letters are normally reserved for titles as well as captions, i. Also the number of rows used is bound by certain conventions. In cinemas, where subtitlings are often bilingual, the upper row is reserved for the Finnish version and the lower one for the Swedish version. In television, the standard seems to be rows for open subtitles, which is often justified by the desire to cover as little of the picture as possible. However, with closed subtitles shown via teletext even 3 rows are allowed, occasionally even more. As to the location of the rows, they are usually placed at the lower half of the picture. This is an absolute rule in Subtitling International, whereas it appears that elsewhere the rows can also be lifted lest they cover the credits, for example. When subtitling for the deaf and hard of hearing, the rule of thumb is to place the subtitles so that they do not cover the mouth of the person speaking. The texts are usually left justified except in cinemas, where the convention is to centre them. Captions are normally centred as well. Time refers to the presentation time of the subtitles, which varies considerably among the various practitioners in the field. The presentation time needs to be differentiated from the reading time, though the two concepts are often confused. The time it actually takes an average person to read a one- or a two-liner has been studied on many occasions, but the results have been rather ambiguous see e. Gottlieb and any generalisations are hard to make. In YLE and MTV3, for example, roughly 2 seconds is considered to be the minimum for a one-liner and 4 seconds for a two-liner, whereas in Subtitling International the presentation times are considerably longer, the motivation being that the viewers then have time not only to read the subtitle but also to look at the picture. Longer presentation times are also recommended in subtitlings for the deaf and hard of hearing: It could be said, therefore, that presentation time is but an abstraction and, as such, norm-governed. In both of these, there are considerable differences between companies. Linguistic-textual norms are a very diverse group of conventions that are very difficult to summarise systematically. Subtitling companies have their own practices, which often show a great deal of variation and which each subtitler to some extent adopts. One of the ideals that one often comes across when reading comments made both by viewers and translators themselves is a certain kind of invisibility of subtitlings. Another aspect of invisibility is readability, which can, of course, mean different things in different contexts. As regards subtitling, it basically means avoiding such linguistic elements that

require extra processing on the part of the viewer, because of the transitory quality of subtitles. Eija Pokkinen said in an interview Helsingin Sanomat However, easy readability is not the only factor behind the tendency of avoiding dialects. A good example of this is the controversy caused by the translation of the Irish TV series Family broadcast by YLE in early ; the subtitler had relied quite heavily on dialectal expressions, which was criticised even in the press. It may be that the invisibility traditionally associated with subtitlings was considered violated in this case and the translation was felt to be unauthentic because of the strongly regional as opposed to social quality of dialects in Finland. The illusion of the invisibility of subtitles was, in a way, broken when the subtitling did not seem to fit the reality of a Dublin working class family. One linguistic-textual expectation among viewers appears to be that the subtitling should not deviate too much from the SL version. This ideal of faithfulness to the source text would seem particularly difficult to achieve in subtitling, where the medium imposes its own constraints on the outcome. Still, the fact that subtitling is practically the only form of translation where the SL version and the TL version are simultaneously present, often leads into partisan discussions on the liberties a translator is allowed to take. These discussions tend to be rather atomistic, concentrating on individual words or expressions that are deemed to have been translated inadequately. Underlying these discussions there is probably the notion of equivalence in the strict sense of the word, and the long-time arguments over whether subtitling is, indeed, translation proper. In addition to the somewhat vague linguistic-textual norms discussed above, some more specific tendencies may apply at the level of individual subtitlers or subtitling companies. One of these regards the use of pragmatic local equivalents, or cultural adaptations. The manual used in Subtitling International is very explicit about this: Use the original name [--], or use a descriptive phrase [--]" Also, there are differing views on whether e.

Chapter 6 : Literary Approach to Translation Theory

Gideon Toury [Chapter 2] The Nature and Role of Norms in Translation However highly one may think of Linguistics, Text-Linguistics, Contrastive Textology or Pragmatics and of their explanatory power with respect to.

Chapter 7 : Gideon Toury | Tel Aviv University - calendrierdelascience.com

User Review - Flag as inappropriate 3. Translation and norms Translation as a norm-governed activity The idea of translation being a norm-governed activity was first explored at length by Gideon Toury in his innovative book In Search of a Theory of Translation in

Chapter 8 : Descriptive Translation Studies - And Beyond by Gideon Toury

Toury's publications are concerned, he has published three books on translation theory (Translational Norms and Literary Translation into Hebrew, In Search of a Theory of Translation and Descriptive Translation Studies and Beyond) and numerous edited.

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