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INTERDISCIPLINARY APPROACH IMPLEMENTATION IN WESTERN  
EUROPEAN TRANSLATION STUDIES  
IN THE THEORETICAL AND APPLIED PERSPECTIVES

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### INTRODUCTION

Translation studies as a dynamic interdisciplinary academic field evinced considerable and rapid institutional growth evidenced by the proliferation of translators training programs and courses. Varied forms of translation research although including pedagogy-oriented studies mostly focused on the intersection of an interpretative activity with traditional academic disciplines such as linguistics (semantics, pragmatics, sociolinguistics, cognitive linguistics, contrastive linguistics, text and discourse linguistics), literary criticism (poetics, rhetoric, narratology, hermeneutics, critical discourse analysis), philosophy, anthropology, history, power ideology and gender studies. It is noteworthy that huge influences are being exerted on the essence of translators' activity and translation products by the increased connectivity of the global network society causing it to become more of a performative, productive and discursive nature.

The present study sets out to provide a critical balanced survey of those trends and contributions to translation studies that gained their momentum in the burgeoning paradigm of emergent disciplines. Thus, we bring together and examine key theoretical developments and research methodologies in the field, existing in the Western European school of thought, while humbly admitting a highly selective nature of the endeavor due to the broad spectrum of theories and approaches being able to reduce any assessment of the current state of translation studies to partial and superficial synthesis. Although the focus area has continued to expand intensely over recent decades borrowing concepts from adjacent fields, it verges on the impracticable, out of an attempt to be fully comprehensive, to include all the worthy material due to space constraints.

The main trends in translation theory have always been subject to an immediate impact of dominating philosophical and literary traditions holding sway in a particular time period. In the first four decades of the twentieth

century language was deemed as a constitutive rather than communicative tool allowing brisk experiments with literary form by way of reinvigorating culture, and so translation was regarded as an activity directed at the foreign text reconstitution and transformation. The status of autonomy of translation as a basic assumption in this trend was postulated as a text in its own right, taking part in the “afterlife” of the foreign text and recreating its values accrued over time in the cultural context. As a result the dominant translation strategy was that of foreignization wherein the receptor is presented with the translated text being a close rendering of the source one.

Translation practices of the early twentieth century combined a formalistic stance of interpreting foreign texts anew and robust functionalism linking translation to sociocultural realia. Such translation theorists of the period as Walter Benjamin, Ezra Pound, Martin Buber all adhered, on the one hand, to an idea of producing stylistically innovative translations with a view to restoring the source culture of the translated text. On the other hand, being viewed as a distinctive linguistic practice, translation used to be described as an activity rendered miserable by its impossibility because of unsurmountable discrepancies stemming from different mental processing and contrasting intellectual systems. The 1940s and 1950s were governed by the core issue of translatability, namely the ability of translation to negotiate the differences between languages and cultures and the translation methods instrumental in the process.

### 1. Setting Theoretical Framework: Basic Concepts, Theories and Approaches in Translation Studies

Traditional conceptualization of translation has always included a triple approach to its meaning and embraced its general subject matter / phenomenon per se, the product (the text as a result of translating activity) and the process of producing translation (translation service). With the global spread of internationalization and communication practices such a content scope needed to be reviewed and broadened to include domains wherein there was no clearly established source text (e.g. multiple national variants of juridical documents for common use within a certain sociopolitical body or reiterated versions of constantly updated / adapted source text).

Translation studies as an academic discipline was delineated to be undergoing its nascent stage back in 1972 by a Dutch-based US scholar James S. Holmes in his seminal work<sup>1</sup>. Yet, it is not until 1995 that academicians were able to note the stupendous development of the field

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<sup>1</sup> Holmes J. S. The name and nature of translation studies. *The Translation Studies Reader*. L. Venuti (Ed.), London and New York: Routledge, 2004. pp. 172–185.

and the extensive international discussion on the subject<sup>2</sup>. A decade later the editors' team of the "Routledge Encyclopedia of Translation" admitted growing interdisciplinarity of the realm in question. A significant contribution to establishing an overall framework of translation studies as a distinct discipline was made by two scholars: the aforementioned James S. Holmes and the leading Israeli translation professional Gideon Toury<sup>3</sup>. They put forward the branches of the science along with their respective objectives and concerns. Thus, an umbrella term "translation studies" is assumed to fork into "pure" and "applied" offshoots, the former ramifying into a theoretical and descriptive embranchment while the latter – into three subsections: "translator training", "translation aids", "translation criticism". The theoretical embranchment places into the focus of research the elaboration of general principles explaining and / or predicting translation phenomena and processes and is presented to be divided into general and partial theories. Partial theories explorations come across as those governed by the set parameters such as medium, area, rank, text-type, time and problem. The descriptive embranchment is concerned with examination of the **product** (that is existing translations which may be reduced to a single *source text – target text pair* or consist in a comparative analysis of several target texts of the same source text), the **function** (that is the role and the impact of translations in the receptor sociocultural context) and the **process** (the psychological and cognitive aspects of translating / interpreting activity).

Although this map of the "territory" of translation studies that James Holmes attempted to draw has been criticized<sup>4,5</sup> we'd like to underscore the distinctly laid out arrangement of multiple areas of the discipline which is offered as a flexible skeleton highlighting the hidden potential of the field. Admittedly, what translation studies harbor cannot be crammed into one single scheme considering a highly dynamic evolution of the subject that unveils more and more of its interdisciplinary nature.

Translation studies resurgence since Holmes accentuated different areas in the field started to foreground themselves. Though somewhat neglected, contrastive linguistics has revived owing to the breakthroughs in machine translation and corpus-based research. The 1990s bore witness to the amalgam of new approaches and concepts on the global translation scene,

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<sup>2</sup> Snell-Hornby M. *Translation Studies: An Integrated Approach*. Amsterdam and Philadelphia, PA: John Benjamins, 1988. 163 p.

<sup>3</sup> Toury G. *In Search of a Theory of Translation*. Tel Aviv: The Porter Institute, 1980. 159 p.

<sup>4</sup> Pym A. *Method in Translation History*. Manchester: St Jerome, 1998. 234 p.

<sup>5</sup> Vandepitte S. Remapping Translation Studies: towards a translation studies ontology. *Meta* 53(3), 2008. P. 569–588.

related to multitudinous and multifaceted social phenomena: gender, post-colonialism, globalization, the sociology and historiography of translation, visibility and recognition of the translator's role, process-oriented research, automatic, audiovisual and multimodal translation.

As means to grapple with such scope, the Belgian scholar in translation studies Luc van Doorslaer drew a distinction between translation proper and translation studies, either being concerned with different foci of research. The former is subdivided into *lingual mode* (interlingual, intralingual); *media* (printed, audiovisual, electronic); *mode* (covert/overt translation, direct/indirect translation, mother tongue/ other tongue translation, pseudo-translation, retranslation, self-translation, sight translation, etc.); *field* (political, journalistic, technical, literary, religious, scientific, commercial)<sup>6</sup>. The latter gets ramified into *approaches* (e.g. cultural approach, linguistic approach); *theories* (e.g. general translation theory, polysystem theory); *research methods* (e.g. descriptive, semantic, empirical); *applied translation studies* (criticism, didactics, institutional setting)<sup>7</sup>. Apart from these the scientist brought forward a terminology set to describe the linguistic operations that despite the paradigmatic turn remain essential for concrete translating processes. It consists of strategies, procedures/ techniques, 'errors', rules / norms / conventions/ laws / universals and translation tools. Tables 1 and 2 display the taxonomy of translation strategies and operations.

Table 1

**Translation Strategies<sup>8</sup>**

<b>Translation Strategies</b>		
<ul style="list-style-type: none"> <li>• Comprehension strategies</li> <li>• Production strategies</li> <li>• Training strategies</li> <li>• Problem-solving strategies</li> <li>• Survival strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Free translation</li> <li>• Idiomatic translation</li> <li>• Functional translation</li> <li>• <u>Literal translation:</u> <ul style="list-style-type: none"> <li>– Sentence-by-sentence</li> <li>– Word-for word</li> <li>– Interlinear</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Source-oriented translation</li> <li>• Target-oriented translation</li> <li>• Foreignizing</li> <li>• Exoticizing</li> <li>• Naturalization</li> <li>• Domestication</li> <li>• Localization</li> <li>• other</li> </ul>

<sup>6</sup> van Doorslaer L. Risking conceptual maps'. *The Metalanguage of Translation*, special issue of *Target* 19.2. Y. Gam bier, L. van Doorslaer (Eds.). 2007. P. 223.

<sup>7</sup> Ibid. PP. 228–231

<sup>8</sup> Ibid. P. 226.

Table 2

**Translation Operations<sup>9</sup>**

<b>Translation Operations</b>	
<ul style="list-style-type: none"> <li>• amplification</li> <li>• calquing</li> <li>• compensation</li> <li>• condensation</li> <li>• expansion</li> <li>• direct transfer</li> <li>• implicitation</li> <li>• interpretation</li> <li>• modification</li> <li>• addition</li> <li>• acculturation</li> <li>• recategorization</li> </ul>	<ul style="list-style-type: none"> <li>• adaptation</li> <li>• borrowing</li> <li>• dilution</li> <li>• coinage</li> <li>• concision</li> <li>• denominalization</li> <li>• interchange</li> <li>• imitation</li> <li>• modulation</li> <li>• paraphrase</li> <li>• omission</li> </ul>

The differentiation above is an overriding one, even if it is sometimes dimmed in the relevant literature: a *strategy* is the overall stance of a translated text (e.g. literal vs free translation etc) while an operation (or a *procedure*) is a specific method used at a given level and sequence in a text. One can't but note that linguistic transfer occurs by all means within a certain sociocultural and historical context and institutional setting that impose their own constraints on the translation process.

Contemporary research in translation studies is obviously tinged by interdisciplinarity. It is worthwhile to point out that the interdisciplinarity sweep of translation studies is not fixed and manifests noticeable fluctuations in a diachronic aspect starting from strong bonds with contrastive linguistics in the 1960s and 1970s, shifting to cultural perspectives in the 2000s and 2010s and eventually moving into areas such as multi-media, computing and artificial intelligence in the present days. Initially pivoting around somewhat vaguely outlined concepts of “letter” and “spirit”, the essence of the theory of translation got the “word vs sense” dichotomy redefined into the concepts of “literal” and “free” and utilized in operational terms.

The concept of equivalence stole the limelight and became a crucial hallmark of translation theories back in the 1960s spinning off the notion that source text and target text are to share some sort of comparability. Thus, key issues of any interlingual translation (translation between two written sign systems) – “linguistic meaning” and “equivalence” were dealt

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<sup>9</sup> van Doorslaer L. Risking conceptual maps?. *The Metalanguage of Translation*, special issue of *Target* 19.2. Y. Gam bier, L. van Doorslaer (Eds.). 2007. P. 226.

with by a structuralist Roman Jakobson in his paper “On linguistic aspects of translation”<sup>10</sup>. Following the theory of language worked out by F. de Saussure who differentiated between the “signifier” (the linguistic sign, spoken or written) and the “signified” (the described concept), Jakobson tackled the controversial issue of equivalence in meaning, claiming that no full equivalence between language units in two different languages could ever be tracked. The scholar drew in examples of, on the one hand, arbitrariness and unmotivated nature of any language signal and, on the other hand, of varying content volume and quality of the corresponding concepts fixed in different languages. The interlinguistic disparity of the signifiers and semantic fields is directly related to translation challenges. The idea of linguistic relativity, known as Sapir-Whorf hypothesis, renders translation impossible since it treats verbal surface units as determinants of the ways the world is conceptualized and categorized in different languages. The hypothesis mentioned is, however, decidedly refuted, among others, by Pinker who is of the opinion that vocabulary turns out but a functioning inventory of an individual’s routine, concepts having nothing to do with it<sup>11</sup>. The scholar contends that conceptual domain and a human faculty to perceive new concepts proves an independent and hefty ability irrespective of the linguistic matrix acquired by a person at a certain age. Thus, interlingual translation should invariably be carried out through substituting messages in the source language not for separate code-units of the target language but for the sequence of lexemes equivalent in their cumulative semantic impact. The notion of equivalence as a corollary of the above is constructed on the basis of balancing two different sign systems in terms of their structure and terminology counterparts. Jakobson states that cross-linguistic differences are centered around imperative grammatical and lexical norms and categories such as gender, aspect, semantic space and its lacunae etc. Despite all the differences, the question of translatability remains solvable since challenges reside in incongruities of concepts that can be conveyed interlingually.

A new scientific approach coming to grips with such focal issues of translation studies as meaning, equivalence and translatability was maintained and developed by an American linguist Eugene Nida (1914–2011) whose contribution to the field is impossible to overestimate. Ensuing from his extensive empirical work consisting in translation of the Bible and training aspiring translators, Nida’s theoretical background took shape in

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<sup>10</sup> Jakobson R. On linguistic aspects of translation. *The Translation Studies Reader*. L. Venuti (Ed.), London & New York: Routledge, 2012. pp. 113–118.

<sup>11</sup> Pinker S. *The Stuff of Thought: Language as a Window into Human Nature*. London and New York: Penguin, 2007. PP. 124–151

the scholar's famous works "Toward a Science of Translating"<sup>12</sup> and the joint publication "The Theory and Practice of Translation"<sup>13</sup>. Semantics and pragmatics proved to be the domains that lent the scientist most concepts and terminology to form a systematic basis of translation. Nida also adopts Noam Chomsky's views on syntactic structure which gave an additional powerful impetus to the theory of a universal generative-transformational grammar<sup>14</sup>. The underlying idea of Chomsky was that sentences represent in themselves actualized phrase structure rules reflecting deep structure of thought. This deep structure becomes evident through a series of transformations mutually reversible in an utmost surface structure susceptible to phonetic and morphemic variations. Chomsky postulated the set of basic structural relations to be inherent in the very human ability to produce a language as such. Eugene Nida extrapolated Chomsky's core ideas onto translation procedures and came up with techniques for deciphering, analyzing the surface structure of the source text with the aim of reducing it to the key blocks of the deep structure which, in their turn, get conveyed, that is restructured both semantically and syntactically into the surface level of the target text. The transfer between languages turns out to be preceded by decoding / analysis of the source language and followed by encoding of the target one. Nida and Taber<sup>15</sup> build on the aforementioned ideas and claim that any translation unfolds along the process of obtaining the so-called "kernels" from the source text – basic logical units which bring forth, generate diverse surface structures. As the scholars suggest, these kernels can be traced through spotting four functional classes embedded in generative-transformational grammar: events, objects, abstracts (revealing quantities and qualities) and relational words, each being actualized by certain parts of speech. Thus, events are described by verbs; objects – by nouns, substantivized adjectives or verbal nouns; abstracts are represented by adjectives and adverbs while relationals are manifested by conjunctions, prepositions, linking verbs and affixes. The basic kernels are alleged to span in number between six to twelve and induce all languages' affinity on the level of deep structure what enables transfer between languages.

Tackling the issue of meaning of a word from the perspective of translation studies, we can observe a distinct shift from a conventional stance of a fixed meaning towards a functional definition aligned with a

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<sup>12</sup> Nida E. A. *Toward a Science of Translating*. Leiden: E. J. Brill, 1964. 331 p.

<sup>13</sup> Nida E., Taber, C.R. *The Theory and Practice of Translation*. Leiden: E.J. Brill, 1969. 220 p.

<sup>14</sup> Chomsky N. *Aspects of the Theory of Syntax*. Cambridge, MA: MIT Press, 1965. PP. 128–148.

<sup>15</sup> Nida E., Taber, C.R. *The Theory and Practice of Translation*. Leiden: E.J. Brill, 1969. PP. 63–69.

view that a word actualizes its meaning according to a particular context. Eugene Nida differentiates between linguistic, referential and emotive (or connotative) meaning<sup>16</sup>. The first one is related to the interdependence of the structural classes within the surface level of sentences – hence such meanings as those of possession, performance, quality et cetera are intrinsic in certain parts of speech and revealed according to the structural scheme: morphemically and syntactically. The second one indicates the meaning of a denotat as it is noted in dictionaries. The third one is linked to associative implications and undertones it evokes. A translator is then to determine a set of meanings, inserted in a word, through various techniques such as hierarchical structuring, componential analysis, semantic structure analysis. The techniques are aimed at clarifying uncertainties, shedding light on vague wording and cultural divergencies.

Regarding equivalence, Nida singles out its following basic types: formal and dynamic. The former is attained when the message in the receptor language matches as closely as possible, both in the form and content, the message in the source language. Thus, this type of equivalence is concerned with precise reproduction of structural organization of a source language. The latter grounds itself on adherence to the “principle of equivalent effect”<sup>17</sup> which deals with the nature of relations between the message and the receptor, on the one hand, and the matter of replicating this nature in the end-product of translation, on the other. The crucial observation of the scholar focuses on the point of coming up with the closest natural equivalent to the source-language message. It can be argued that Nida evinces his favour of dynamic (or functional) equivalence as he estimates it as a more expedient translation venture. As a result, Eugene Nida paved the way for a receptor/reader-based orientation of translation theory. Although Nida’s proffered views were subjected to severe criticism on the part of certain linguists in terms of subjectivity of equivalent effect and implausibility of its attainment<sup>18, 19</sup>, the detailed lay-out of translation processes and situations in varied languages proved a solid theoretical setting and provided a systematic analytical procedure for translatoologists as compared to the obscure elaborations of the preceding output of the science.

An account of laying the foundations of translation theory would be incomplete without a due mention of Peter Newmark, one of the initiators of the Chartered Institute of Linguists in the UK and a vehement proponent

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<sup>16</sup> Nida E. A. *Toward a Science of Translating*. Leiden: E. J. Brill, 1964. 331 p.

<sup>17</sup> *Ibid.* P. 159.

<sup>18</sup> Broeck R. van den *The Concept of Equivalence in Translation Theory: Some critical reflections. Literature and Translation*. J. S. Holmes, J. Lambert and R. van den Broeck (Eds.), Leuven: Academic, 1978. P. 40.

<sup>19</sup> Lefevere A. *Translating Literature: Practice and Theory in a Comparative Literature Context*. New York: The Modern Language Association of America, 1993. P. 7.

for translators' professionalization. Newmark's "*Approaches to Translation*"<sup>20</sup> and "*A Textbook of Translation*"<sup>21</sup> do not aspire to advance a consistent translation theory but rather provide a practical road map for coping with translation dilemmas. Newmark stresses that reaching equivalent effect is unrealistic and emphasizes the practicality of bridging the gap between source and target languages by introducing new terminology for types of translation. Newmark's "communicative translation" echoes Nida's dynamic equivalence as both strive to arouse the effect on the target culture reader, identical to that produced on the source culture recipient whereas parallels are bound to be drawn between Newmark's semantic translation and Nida's formal equivalence. Despite conjuring certain analogies in terminology, Newmark is convinced that the principle of equivalent effect turns defunct if the source culture is out of the target culture's chronotopic context.

The shortcut explanation, should it be requested, between semantic and communicative translation is to be reduced to the matter of major concern of either: the former's being that of meaning, the latter's – effect. Newmark's semantic translation takes into account the source text characteristics and makes a point of retaining them. Hence, it turns into a more complex embellished product, what with tendency to "over-translate". On the other hand, communicative translation bears in mind the needs of the addressees, thus trying to comply with their requirements as much as possible. In this respect, communicative translation tends to "under-translate" in that it tends to be simpler, more direct and easier to perceive. Hence, in semantic translation a greater emphasis is put on the author of the original text whereas communicative translation is tailored to cater for a larger target audience. Newmark points out that during the translation process, communicative translation need not be utilized exclusively over semantic or vice versa.

The scholar admits the possibility in one literary text of a particular sentence calling for communicative translation and of another – requiring a semantic one, hence, the two methods of translation may be used simultaneously, with varying degrees of each method's use. However, he is careful to note that when there is a conflict between the two methods, then communicative translation should be given preference in order to prevent producing a queer-sounding or semantically inaccurate result.

Newmark has come in for criticism for his prescriptivism. Moreover, the language of his queries was impacted by the 'pre-linguistics era' of

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<sup>20</sup> Newmark P. *Approaches to Translation*. Oxford and New York: Pergamon Press, 1981. 213 p.

<sup>21</sup> Newmark P. *A Textbook of Translation*. New York and London: Prentice Hall, 1988. 292 p.

translation studies: products of translation are termed ‘*smooth*’ or ‘*awkward*’, semantic translation is labelled an ‘art’ while communicative one – a ‘craft’. Yet, a plethora of illustrations in Newmark’s works offers an immediate guidance and advice for trainees, and many of the questions dwelt upon are of important practical relevance to translation.

The issue of equivalence, its essence and content, both qualitative and quantitative, received its further elaboration in the works of Werner Koller. Inspired by the conception of clarifying it, the prominent German scholar carried out a most earnest research into the phenomenon in question and came up with a fastidious approach to typology of equivalence itself and its types. First off, he tells apart correspondence and equivalence<sup>22</sup>. According to Koller, correspondence reflects the process of identifying the differences and similarities between two or more codes, or language systems and is concerned about cases of language interference on various system levels. Equivalence, in its turn, is linked to parallel (or equivalent) items in “source text – target text” pairs of units / sequences / contexts. Thus, the scholar attributes the mastery of correspondences to competence in a foreign language and the expertise of equivalences – to competence in translation. In an attempt to establish the very units of equivalence, the linguist outlines five types of equivalence relations: *denotative equivalence* reflecting the extralinguistic content of a text, *connotative equivalence* concerning lexical choices especially between close synonyms, *text-normative equivalence* linked to text-types and their different discourses, *pragmatic (communicative) equivalence* geared towards the receiver of the text or message, and, finally, *formal equivalence* relating to the form and aesthetic side of the text<sup>23</sup>. They are distinguished according to their research foci<sup>24</sup>: denotative equivalence is achieved by analyzing correspondences on the lexical level; connotative one, being the most challenging, can be attained with regard to the register, social characteristics, origin of a language variety, stylistic effect, emotiveness, evaluative aspect, the range of usage. Text-nominative equivalence can be aspired for when functional analysis is resorted to with a view to correlating patterns of usage with communicative situations while pragmatic equivalence effect is accomplished when target audiences and the communicative conditions valid for different situations are borne in mind. As far as formal equivalence is concerned, it is concentrated on the form in the target language and capitalizes on its stylistic potential.

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<sup>22</sup> Koller W. Equivalence in translation theory. *A Reading in Translation Theory*. A. Chesterman (Ed.), Oyfinn Lecute Ab, 1989. pp. 99–104.

<sup>23</sup> Koller W. Einführung in die Übersetzungswissenschaft. Heidelberg – Wiesbaden: Quelle und Meyer, 1979. S. 186–191.

<sup>24</sup> Ibid.

The scholar argues that a hierarchy of values can be kept up in translation only if a translator adheres to the hierarchy of equivalence requirements for the target text. So, the translator should first of all try denotative equivalence and, if this is unsuitable, will need to seek equivalence at a higher level – connotative, text-normative and so on. The criteria of appropriateness of a certain level is open to debate, yet Koller’s contribution to the field of translation studies should be recognized for bringing into translators’ focus a variety of ways which may get them equipped with a toolkit for equivalence realization.

Equivalence as a key notion in translation studies has been widely speculated on by other researchers<sup>25, 26</sup> who unanimously admit it to be a multi-faceted phenomenon whose attainment is inextricably connected with various linguistic and social factors engrained in the two cultures between which the transfer is carried out.

Later developments in the framework of translation studies acknowledged the emergence of a functional and communicative approach to the analysis of translation. Seminal works on the Western European science scene delving into manifold parameters of textual generation and perception include Katharina Reiss’s elaboration on text types and varieties and Mary Snell-Hornby’s proffered integrated approach. Based on the following three functions of a language: informative, expressive, appellative<sup>27</sup>, Reiss’s functional approach, enlarging on the concept of equivalence, aimed at systematizing the evaluation of translations. Reiss traced links between the three functions and the respective language perspectives, text foci and translation purposes and methods<sup>28</sup>. Functional potential and the required translation methods are summarized in Table 3 (adapted from<sup>29</sup>).

As is seen from the table above, the scholar underscores the focus of communication depending on the text type: the content in informative texts, the sender’s feelings / attitudes in expressive texts and the perlocutionary effect / response of text addressees in operative texts. Reiss also provides examples of what she terms as “text varieties”, the latter falling into the three forenamed text types. These include reference works, reports, lectures,

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<sup>25</sup> Bassnett S. *Translation Studies*. London and New York: Routledge, 2013. 208 p.

<sup>26</sup> Kenny D. Equivalence. *Routledge Encyclopedia of Translation Studies*. M. Baker and G. Saldanha (Eds.), Abington & New York: Routledge, 2009. pp. 96–99.

<sup>27</sup> Bühler K. *Sprachtheorie: Die Darstellungsfunktion der Sprache*. Stuttgart: Gustav Fischer, 1965. 434 p.

<sup>28</sup> Reiss K. Text types, translation types and translation assessment. *A Reading in Translation Theory*. A. Chesterman (Ed.), Oyfinn Lecute Ab, 1989. pp. 105–115.

<sup>29</sup> Reiss K. *Translation Criticism: Potential and Limitations* (Transl. by E. F. Rhodes). Manchester: St Jerome and American Bible Society, 2000. 140 p.

Table 3

Text types' functionality and the corresponding translation methods to sustain equivalence effect

Text Type	Language Function	Language Perspective	Text Focus	The Purpose of Target Text	Translation Method
Informative	Representation of objects and facts	Logical	Content-focused	To convey factual content	Explication
Expressive	Expression of addressor's attitude	Aesthetic	Form-focused	To convey aesthetic form	Identification (grasping the perspective of the source text author)
Operative	Appeal to the addressee	dialogic	Appellative-based	To evoke the expected response	Adaptation (fulfilling the equivalent effect)

tourist brochures, plays, biographies, electoral speeches, advertisements, novels, poems etc which can be treated as hybrid types of texts that meet several communicative purposes. The researcher argues that the major criterion of the target text assessment is its reflection of the source text predominant function<sup>30</sup>. Apart from the purposes highlighted in the table, a series of linguistic (semantic and lexical equivalence, grammatical and stylistic features) and extralinguistic (time, place, the domain, the sender and the receiver of a message, modality of communication) components is cited. The importance of preserving each of them in translation end-product gets foregrounded varyingly according to text type and genre. These components allow to validly measure the adequacy of translation with the proviso that the source and target texts' functions coincide. Yet, this may not always be the case. An example drawn in by Reiss is Jonathan Swift's novel *Gulliver's Travels*. Although conceived back in the 18<sup>th</sup> century as a satirical piece to condemn the British government of the day (that is as a mainly operative text), it is nowadays normally perceived and translated as fancy fiction (that is an expressive text). By the same token, an operative text, such as an electioneering speech in one code may be translated for analysis in another culture of what policies have been outlined in it and how, that is as an informative and expressive text.

Despite being momentous in taking translation theory beyond the boundaries of lower linguistic units such as words towards the communicative parameters of conveying meaning, Reiss's text type model has over the years come in for a good deal criticism, one of the criticisms questioning the expediency of constrictions of the number of types of language function<sup>31</sup>.

Based on text types, an all-embracing 'integrated' approach to translation encompassing a vast array of linguistic and literary concepts has been endeavored by an Austria-based scholar and translator Mary Snell-Hornby<sup>32</sup>. Snell-Hornby employs the notion of prototypes for categorizing text types and incorporates cultural history, literary studies, sociocultural and area studies and the studies of relevant special subjects into the process of transfer of literary pieces, general language texts and legal, economic, medical and scientific texts. The scholar's view of the field gets encapsulated in a stratificational model which is, horizontally, to be read as a series of gradations in one continuum. Vertically, it is organized as a sum

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<sup>30</sup> Reiss K. Text types, translation types and translation assessment. *A Reading in Translation Theory*. A. Chesterman (Ed.), Oyfinn Lecute Ab, 1989. P. 109.

<sup>31</sup> Fawcett P. *Translation and Language: Linguistic Approaches Explained*. Manchester: St Jerome, 1997. PP. 106–108.

<sup>32</sup> Snell-Hornby M. *Translation Studies: An Integrated Approach*. Amsterdam and Philadelphia, PA: John Benjamins, 1988. 163 p.

of several hierarchical levels, starting with what may be associated with genres and their respective text types, through the required knowledge of related domains, balancing functional and pragmatic peculiarities while tackling the task of transfer between texts, towards areas of linguistics connected to translation and the lowest-order level, dealing with phonological aspects, such as alliteration, rhythm and articulatory niceties<sup>33</sup>

A comprehensive and scrupulous analytical scheme, although being the result of the researcher's zealous attempt to bring together multifarious genres and text types, is well worth questioning on the grounds of its minute but obvious inconsistencies since copious genres and text types were subject to quite a sweeping approach and hardly all the sociocultural and linguistic nuances of translating texts of certain types were taken into account.

Skopos (a Greek word for "purpose") theory logically falls within the functional paradigm of translation studies and practices whose aim is to depreciate the source text through special emphasis on the translator's role as a creator of the target text and via prioritizing the purpose of end product of translation. Functionalism is, thus, to be regarded as a major switch from a *linguistic equivalence* to *functional appropriateness*. Skopos theory, worked out in the 1970s by the German translator Hans J. Vermeer, postulates that the process of translation should be wholly determined by the function of the product being specified by the addressee, in other words, "the end justifies the means"<sup>34</sup>. Knowing the reason for translating a source text and the functional role of the target text turns out crucial for the translator. Translation is construed as a communicative process encompassing various roles and agents such as the initiator, the commissioner, the source text producer, the target text producer, the user and receiver, each having their own goals.

A text in skopos theory approach is regarded as an offer of information which is directed from the producer of the text to its recipient. Translation comes across as a subsidiary offer of information about the information initially presented in another language within another culture<sup>35</sup>. As many translation scholars observe, translation is normally done "by commission". A client needs a text for a particular purpose and appeals to a translator for translation, thus acting as the initiator of the translation process. The initiator is the person who initiates the process of translation because he needs the source text to be translated. He can be the source text author,

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<sup>33</sup> Snell-Hornby M. *Translation Studies: An Integrated Approach*. Amsterdam and Philadelphia, PA: John Benjamins, 1988. 163 p.

<sup>34</sup> Reiss K., Vermeer H. *Groundwork for a General Theory of Translation*. Tübingen: Niemeyer, 1984. P. 101.

<sup>35</sup> Schäffner C. Skopos theory. *The Routledge Encyclopedia of Translation Studies*. M. Baker, K. Malmkjær (Eds.). London and New York: Routledge, 1998. P. 236.

the target text recipient, the translator, some private company, an agent from the government etc. In an ideal case the client would provide as many details as possible about the purpose, enlarging on the addressees, the time, the place, occasion and the medium of the intended enterprise for a given text. This information would constitute an explicit translation brief.

The pillars of skopos theory<sup>36</sup> thus include: 1) claiming a determining role of the purpose in a translational action; 2) construing translation as an offer of information in the target culture and language in relation to its counterpart in the source culture and language; 3) denying clear reversibility of information presented in the target text; 4) stating internal coherence of a target text and its consistency with a source text; 5) admitting the hierarchical order of the noted rules with the skopos rule predominating. Internal coherence of a target text presupposes that it must be translated in such a way that it is cogent and reasonable for its receivers, considering their circumstances, knowledge and needs. Otherwise, it is plainly not adequate for its purpose. “Source text – target text” consistency necessitates coherence between the source text information received by the translator, the way the translator interprets this information and the information that is encoded for the target text recipients.

Even though the source text becomes “dethroned” (ousted from the sphere of value) under such an approach, translators are not granted “absolute licence” merely out of functionality inducement<sup>37</sup>, they are to be held responsible and committed to both cultures of the transfer in their sticking close to appropriateness of translation for the specific purpose. Criticisms directed at the theory in question<sup>38, 39</sup> comprise its limited validity, lagging terminology and negligence of the linguistic nature of the source text, namely its micro-level nuances as they are conveyed in the target text such as stylistic and semantic layers.

Another functionalist approach to the translation-related phenomena worthy of particular mention within this terse overview is the translational action model put forward by a Finnish translator Justa Holz-Mänttari<sup>40</sup>. The core vision of translation, ensuing from the proposed model, constitutes

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<sup>36</sup> Reiss K., Vermeer H. J. *Towards a General Theory of Translational Action: Skopos Theory Explained*. (Transl. by C. Nord). Manchester: St Jerome, 2013. P. 94.

<sup>37</sup> Nord C. *Text Analysis in Translation: Theory, Methodology and Didactic Application of a Model for Translation-Oriented Text Analysis*. Amsterdam: Rodopi, 2005. PP. 31–21.

<sup>38</sup> Nord C. *Translating as a Purposeful Activity: Functionalist Approaches Explained*. Manchester: St Jerome, 1997. PP. 109–122.

<sup>39</sup> Schäffner C. Skopos theory. *The Routledge Encyclopedia of Translation Studies*. M. Baker, K. Malmkjær (Eds.). London and New York: Routledge, 1998. PP. 237–238.

<sup>40</sup> Holz-Mänttari J. *Translatorisches Handeln: Theorie und Methode*. Helsinki: Suomalainen Tiedekatemia, 1984. PP. 109–111.

purpose-driven, functionally-oriented activity involving intercultural transfer. The purpose of a translator is to come up with a target text whose form and genre are completely fitting and adequate in the target text culture. It is then up to a translator to judge if the intercultural transfer is carried out up to the mark. All translator's actions should be guided by the needs of the receivers, their cognitive and cultural background. Holz-Mänttäri's work puts translation process within the bounds of its sociocultural context and allows for numerous message-transmitter composites any translator is bound to face during modern translation practices such as project management systems or the informal user-generated content and mass-participant translation practices (e.g. Wikipedia, sitcoms, Facebook, Instagram).

Yet another functional model of translation process was proposed by Christiane Nord<sup>41</sup> and appears to include elements of text analysis at a sentence level and above it. Thus, such basic types of translation product are distinguished: *documentary*, which allows the target text receivers comprehension and idiosyncrasies of the source text and awareness that it is a translation, and *instrumental*, which allows the target text receivers to grasp the target text as if it were a source text in their own language fulfilling an identical function.

## 2. Predominant Translation Methodologies Assessment in the Interdisciplinary Paradigm of Modern Translation Studies

Falling back on developments in applied linguistics, the 1990s set the stage for discourse analysis as one of the most prominent methodologies in translation studies. The text analysis model of Christiane Nord, dwelt upon earlier in this overview, according to which the organization of the text on the level above sentence is to be investigated, is directly traceable from scientific endeavours at discourse parsing. Yet, while text analysis normally places emphasis on the description of text organization (sentence structure, cohesion, etc.), discourse analysis studies the way a language conveys meaning and social and power relations. The model of discourse analysis that has held sway is Michael Halliday's systemic functional methodology.

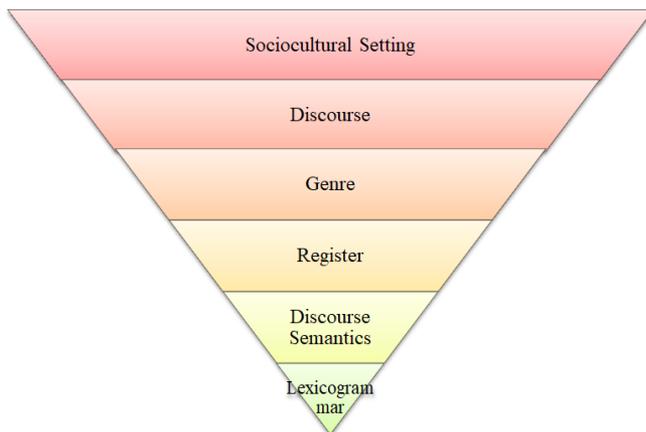
Halliday's model of discourse analysis, based on *systemic functional linguistics*, sets up the study of language as communication<sup>42</sup>. The meaning per se is formed through the writer's linguistic choices and consistently correlates these choices via a detailed grammar with the text's function in a

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<sup>41</sup> Nord C. Text Analysis in Translation: Theory, Methodology and Didactic Application of a Model for Translation-Oriented Text Analysis. Amsterdam: Rodopi, 2005. P. 80.

<sup>42</sup> Halliday M. A. K. An Introduction to Functional Grammar. London, Melbourne and Auckland: Arnold, 1994. 688 p.

wider sociocultural set-up. Halliday stresses a strong interplay of the linguistic choices, the aims of the communication and the sociocultural setting, what is illustrated in Figure 1.



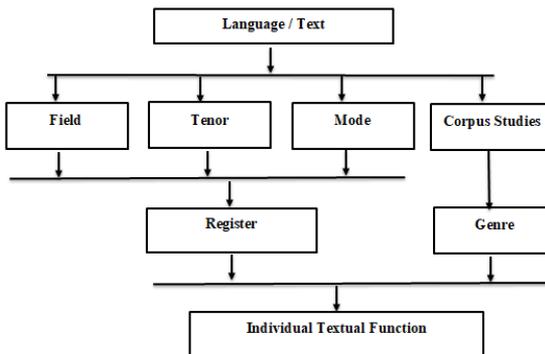
**Fig. 1. The Hallidayan Model of Language and Discourse**

The influence is exerted downward. The *sociocultural setting* in which the text functions (the social conventions valid at the time and place of text production, various sociocultural factors) reflects all political, historical or legal conditions. For instance, there has been received the influx in translation work volume of the Ukrainian current political and social documentation, historical archives and literature, cultural heritage and up-to-date realia in the Western Europe and Northern America accompanying steadfast resistance of Ukrainians to the Russian atrocities in 2022–2024. Conversely, there are legal requirements within the European Union to make it mandatory to bring out available papers and information for the use of politicians and citizens alike in the twenty-four official languages of the Member States, thus recognizing the equal identity of the different languages. The sociocultural setting gives rise to the *genre*, understood as the peculiar text type composition that is linked with a specific communicative function. Genre itself helps to condition other elements in the systemic framework such as *register* which in systemic functional linguistics acts as a richer and more complex term than in traditional linguistics. It comprises such three variables of social context connected with language choice: *field* (the subject-matter of writing); *tenor* (the roles and relationships between the writer and the audience that are appropriate to the genre); *mode* (the form of communication, e.g. written or spoken, formal or informal).

Each of the three variables of register is reflected in an item of “discourse semantics” of the text (in the respective order): ideational, providing a representation of a phenomenon or an event; interpersonal, representing social relationships; textual, making a text coherent. These items of meaning are formed by the choices of lexis, grammar and syntax (“*lexicogrammar*”) made by the text producer (writer / speaker / translator). In order to identify the principles of meaning construction in a text it is worthwhile to analyse the lexico-grammatical patterns of transitivity, modality, thematic structure, syntagmatic and paradigmatic relations, cohesion and coherence etc.

Translators are to utilize this model of analysis in their delving into the highlights of the source text and the manner of creating meaning in it against the backdrop of a specific culture of communicative situation. Despite its functionality for applied translation studies in a broader scope, Hallidayan model appears complex and inconvenient for those translation scholars striving after simplicity and relevance serving a narrower purpose.

Julianne House’s model of translation quality assessment was offered as a counter methodology to skopos and other approaches offsetting an overly intent focus thereof on the target text / recipients / culture. Such a slant was termed “fundamentally misguided”<sup>43</sup> because of its devaluation of the source text. The scholar grounds her model on the comparative analysis of textual profiles of the source and target texts resulting in the assessment of the translation quality. The schema for this comparison is shown in Figure 2.



**Fig. 2. An updated scheme for analysis and comparison of original and translated texts<sup>44</sup>**

<sup>43</sup> House J. Translation Quality Assessment: A Model Revisited. Tübingen: Gunter Narr, 1997. P. 159.

<sup>44</sup> House J. Translation Quality Assessment: Past and Present. London and New York: Routledge, 2015. P. 127.

House's original model sustained several amendments and some revision to finally incorporate some of the earlier categories into an openly Hallidayan register analysis of three variables of social context (field, tenor and mode). House's concept of register comprises a variety of elements, some of them being added to those put forth by Halliday, for instance, tenor is broadened to embrace the addresser's temporal, geographical and social origin as well as their intellectual and emotional viewpoint while mode is viewed as also conditioned by the degree of an addresser-addressee input (monologue, dialogue, etc.)<sup>45</sup>.

To apply the model, a researcher is expected to produce "a statement of function" by establishing the interaction of factual and interpersonal layers of information as it is tracked down in the source text by means of gauging the balance of its register and genre. The same descriptive procedure is then fulfilled for the target text with the view to comparing it to the source text and shedding light on the mismatches and errors in the end product of translation. Any errors revealed within situational dimensions of register and genre are specified as "covertly erroneous errors"<sup>46</sup> whereas 'overtly erroneous errors' are those either giving an incorrect denotational meaning as compared to that expressed in the source text or not conforming to the formal grammatical or lexical requirements of the target language (target system errors). A 'statement of quality' of the translation is thus issued, in accordance with which the translation product is classified into 'overt translation' or 'covert translation'.

J. House expounds on the terminology<sup>47</sup>: an *overt translation* is the one whose focus point is not the addressees in the target culture but rather the source culture itself. Since the discourse worlds of source and target texts are different it is only the equivalence at the level of language, register and genre that can only be aspired after (not the equivalence at the individual text function). A *covert translation* reflects the status of an original source text in the target culture. Since the source text is loosely fitted in the source text culture, both source and target texts address their respective receivers directly. In this case reproduction in the translated text of the function the original has in its discourse world is fulfilled without taking the target text reader into the discourse world of the source text. Thus, the equivalence becomes mandatory at the level of genre and the individual text function which inevitably means taking into account cultural divergencies and making appropriate changes at the levels of language and register. House

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<sup>45</sup> House J. *Translation Quality Assessment: Past and Present*. London and New York: Routledge, 2015. P. 64

<sup>46</sup> House J. *Translation Quality Assessment: A Model Revisited*. Tübingen: Gunter Narr, 1997. P. 45.

<sup>47</sup> *Ibid.* PP. 66–69.

argues that under the circumstances of a certain source text genre not existing in the same form in the target culture functional equivalence can only be achieved through providing a *version* rather than a 'translation'. The aforementioned distinction between the types of translation along with their corresponding definitions offer some confusion and J. House herself admits her taxonomy to be a continuum rather than a set of binary antipodes.

One of the main methodologies which is based on equivalence at word, above-word, grammatical, thematic and information structure, textual and pragmatic levels, was proposed by a British professor of translation studies Mona Baker<sup>48</sup>. The scholar compares in it an inherent potential of different languages of thought expression by showcasing their different thematic structure caused by the morphological character of each language. The translator should be aware of the *relative markedness* of the thematic and information structures (markedness relates to a language pattern that stands out as unusual and thus catches the reader's eye). In the source text thematic analysis it is this awareness that helps the translator to decide on the pertinence of translating a marked form in the target language<sup>49</sup> since what is marked varies across languages. Mechanical extrapolation of the source text syntactical patterns into the target text brings about awkwardness in style as might be the case with reproducing a rigid English word order into the Ukrainian language which is characterized by flexibility of syntax as far as thematic and information structures are concerned.

Cohesion has been in the focus of a series of studies on translation as an element ensuring textual function actualization. The five types of cohesion typically identified in English encompass *reference types*, *substitution*, *conjunctions*, *lexical cohesion means* (repetition, synonyms, lexis of the semantic field, the use of generics, hyper-hyponymic relations), *ellipsis*. Making up for the difference between morphological and syntactical capacities of various languages, translators will invariably implement changes in cohesion in the translated products what, in its turn, may lead to textual functional shifts. Thus, for instance, translating from English into any gender-inflected language, a translator is to ensure that the target text makes gender explicit on the morphological level of this language; or, likewise, while translating from a verb-inflected language into English, it is unavoidable to explicitate any obscure referents indicated by grammatical subjects. With regard to thematic structure, it is balanced in its unfolding by the density and progression of cohesive ties throughout a text<sup>50</sup>.

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<sup>48</sup> Baker M. In *Other Words: A Coursebook on Translation*, 2nd edition, London and New York: Routledge, 2011. 390 p.

<sup>49</sup> *Ibid.* P. 141.

<sup>50</sup> Munday J. *Introducing Translation Studies*. London and New York: Routledge, 2008. P. 153.

The relationships' grid is likely to diverge in the translation pair of texts as lexical cohesion types and distribution will not be identical across languages.

Logical coherence is paramount as well while addressing a translation product to a target receiver, what is directly linked to pragmatics tackled by Mona Baker as well. She terms pragmatics as the study of language in use and the meaning embedded in it not as it is brought about by the language system but as conveyed and exploited by participants in a communicative situation<sup>51</sup>.

The three major pragmatic concepts include *coherence*, *presupposition* and *implicature*. Coherence of a text, being related to cohesion and heavily relying on the recipient's expectations and background knowledge of the world<sup>52</sup> can hardly be construed in the same manner by the source and target text reader. For instance, additional explications are definitely needed in case of geographical names or cultural and workaday realia present in the original English texts while translating them into the Ukrainian language for recipients to grasp their essence: lexemes «*umat*», «*провінція*», «*графство*» are to be added to specify toponyms such as «*Idaho*», «*Oregon*», «*Utah*», «*Ontario*», «*Quebec*» «*Yorkshire*», «*Surrey*» and make them comprehensible: «*umat Айдахо*», «*провінція Квебек*», «*графство Йоркшир*» etc.

Presupposition, connected with coherence, refers to the linguistic and extralinguistic knowledge the sender believes the receiver to possess necessary to elicit the sender's message. In other words, it is an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in the discourse. Thus, when someone says: “*Peter no longer writes songs*” their presupposition is that Peter used to write songs or the sentence “**Downing Street has rejected the EU's estimate of the UK's post-Brexit divorce bill**” presupposes the recipient's knowledge that Downing street in this context refers to the seat of government of the UK as well as what “Brexit” is. Any translator faces then the problem of the target text receivers' opportunity not having the same background knowledge as the source text receivers, either due to cultural differences and/or a time gap between the translation production and the original text production which may no longer be relevant.

Implicature, along with presupposition, is another form of pragmatic inference, which indicates what the speaker means or implies while saying. Created by Paul Grice, a British philosopher of language, the theory of implicature and the cooperative principle became foundational concepts in

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<sup>51</sup> Baker M. In *Other Words: A Coursebook on Translation*, 2nd edition, London and New York: Routledge, 2011. P. 230.

<sup>52</sup> *Ibid.* P. 232.

linguistic pragmatics. The scholar focused on a set of conversational rules or “maxims” that govern all cooperative interactions among humans: *quantity* (the conversational contribution is to be as informative as is required for the current aims of the exchange); *quality* (do not say what you believe to be false or what you have no adequate evidence for); *relation* (what you say should be relevant to the conversation); *manner* (avoid being obscure and ambiguous in expression, be brief and orderly); *politeness* (be polite in your comments). Interlocutors presume the person they are addressing is (subconsciously) sticking to these maxims and they themselves act collaboratively. Particular translation problems are sure to arise when the target language culture is grounded on different maxims as compared with the source culture.

Vivid differences are traceable between Western and Eastern cultural norms or taboos of communication. For example, translations from English into Arabic of the Harry Potter books bear witness to such: there are no mentions of outlawed substances such as alcohol and pork and only dimmed references to sorcery are present<sup>53</sup>. This showcases a divergence in the treatment of the maxims of manner and politeness in the two cultures. Consequently, translators need to be wary of applying identical co-operative principles in practice in the various languages and cultures.

Other prominent translation researchers that stress the fulfilment of ideational and interpersonal functions in translation on the level of discourse are Basil Hatim and Ian Mason who transcend the boundaries of House’s register analysis to account for the pragmatic and semiotic dimensions of interlingual transfer and the sociolinguistic realia of discourses and discourse communities<sup>54</sup>. They merge bottom-up analysis, related to the interconnection of shifts executed on the level of grammatical categories and changes in ideational overall representation with some top-down perusal of the higher levels of discourse. Language and texts are deemed to be the spaces of sociocultural messages’ and power relations’ activation. Thus, *discourse* is purported to be multitudinous modes of speaking and writing which urge social groups to accept a particular stance towards certain domains of sociocultural pursuits. Idiolects and dialects are regarded by the authors as agents of a semiotic function within the analysis of tenor and register<sup>55</sup> and outlined as “a noteworthy object of translator’s attention”<sup>56</sup> since they represent an instant challenge to be effortlessly

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<sup>53</sup> Dukmak W. The Treatment of Cultural Items in the Translation of Children’s Literature: The Case of Harry Potter in Arabic: PhD thesis: University of Leeds, UK. 2012. 239 p.

<sup>54</sup> Hatim B., Mason I. The Translator as Communicator. London and New York: Routledge, 1997. 256 p.

<sup>55</sup> Ibid. PP. 97–110.

<sup>56</sup> Ibid. P. 103.

reproduced in a target language culture. The scholars also tackle a number of vague concepts proposing *dynamic* and *stable* elements scattered continually in a text to be considered in translation. Such elements call for peculiar translation strategies: more stable source texts may require a literal approach, while with more dynamic ones literal translation may no longer be applied.

Although discourse analysis models based on the Hallidayan pattern enjoyed a certain degree of popularity on the scientific translation scene being handy for scrutiny of textual meaning and structure, they yet came in for some criticism for complexity of grammatical categorization and quite rigid correspondence pairs of structure and meaning. Such an approach hindered multiple interpretations of literary works and their interlingual transfer. Juliane House's model may be questioned as well concerning the ability of register analysis to be an appropriate tool of recovering the addressor's intention and the source text function. This model also fails to handle drawbacks of certain translation strategies application as well as to use differential methodology with languages of contrasting morphological and syntactical composition and conceptual modelling.

There is a wide range of ways analyzing translation in a dual perspective: as a linguistic product and as a cognitive process. Various analyses of translation have offered multiple taxonomies of translation processes since the 1950s-1960s. Let us dwell concisely on one of the most representative models – Vinay and Darbelnet's taxonomy of translation strategies and procedures. It is based on a comparative stylistic analysis of English and French<sup>57</sup> but despite being initially grounded on one translation pair, its sway gradually spread beyond. The two general translation strategies identified by the scholars are *direct* and *oblique* translation, which remind the earlier more traditional “literal” vs. “free” division of translation. Direct translation comes across as being implemented through three translation procedures: borrowing, calquing, word-for-word translation<sup>58</sup>.

(1) *Borrowing*: the source language word is transferred directly to the target language, for instance the Ukrainian words *hryvna*, *borshcht*, *bandura*, *kobza*, *dumy*, *kobzar*, *chumak*, *hetman*, *boyar*, *cossack*, *kurgan*, *holodomor* *holubtsi*, *paska*, *pyrih*, *syrniki*, *varenyky*, *kvass*, *mlyntsi*, *kutia*, *compot*, *deruny* that are used in English and other languages to fill a semantic gap in the target language. Sometimes borrowings may be employed to add local colour (*concerto*, *soprano*, *diva*, *pasta*, *ravioli*, *risotto* etc in a tour guide about Italy, as an example). In languages with

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<sup>57</sup> Vinay J.-P., Darbelnet J. *Comparative Stylistics of French and English: A Methodology for Translation*. Amsterdam and Philadelphia: John Benjamins, 1958. 359 p.

<sup>58</sup> Vinay J.-P., Darbelnet J. *A methodology for translation. The Translation Studies Reader*. L. Venuti (Ed.), London and New York: Routledge, 2004. PP. 128–132.

differing writing systems borrowing presupposes the need for transcription, as in the borrowings of mathematical, scientific and other terms from Arabic into Latin and, later, other languages.

(2) *Calque*: the kind of borrowing wherein the source language expression or structure is conveyed in a literal translation (for instance, the French calque *science-fiction* for the English). The scholars remark that both borrowings and calques tend to become fully integrated into the target language, although sometimes with some semantic change, which can turn them into false friends.

(3) *Word-for-word translation*: the most commonplace between languages of the same family and culture and prescribe for good translation. According to the authors, this kind of translation should only be renounced due to structural and metalinguistic requirements and only after checking that the meaning is fully preserved. Here is an apt example:

English source text: *I left my wallet on the table in my study.*

Ukrainian target text: *Я залишив свій гаманець на столі в моєму кабінеті.*

If literal translation is not possible, *oblique* translation is appropriate. It is implemented through a further four procedures: transposition, modulation, equivalence (or idiomatic translation), adaptation.

(4) *Transposition*: a change of one part of speech for another (e.g. noun for verb) without changing the sense. Transposition is deemed as the most widespread structural change undertaken by translators<sup>59</sup>. On account of multiple grammar particularities of the source and target languages and dissimilarities in language norms a translator is forced to employ translation procedures whereby they replace nouns with adjectives in the target language, adjectives – with verbs etc. The most typical parts of speech subjected to such a transformation are noun, verb, adjective, adverb. Transposition of grammatical categories consists in mutual replacement of forms within a certain categorial paradigm: replacement of number and gender of nouns, of verbal tense form of verbs etc. Since English is a far more analytical language than Ukrainian, there is a steadfast tendency towards a more synthetic arrangement of sentences translated into Ukrainian as compared with the English originals.

(5) *Modulation* changes the semantics and point of view of the source language. The scholars expound that this procedure is to be in place when, even if a literal (or transposed) translation allows to come up with a grammatically correct utterance, it still sounds unidiomatic or awkward in the target language<sup>60</sup>. Modulation is attributed to be the yardstick of a good

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<sup>59</sup> Vinay J.-P., Darbelnet J. A methodology for translation. *The Translation Studies Reader*. L. Venuti (Ed.), London and New York: Routledge, 2004. PP. 132–133.

<sup>60</sup> Ibid. P. 133.

translator, whereas transposition bears witness just to a very good command of the target language. It is carried out along the lines of several directions: a) converting abstract into concrete (or vice versa) and specific into general (or vice versa); b) explication process (employing causal relationship and “part and whole” conversion); c) conversion of active into passive (or vice versa); d) conversion of negative into passive; e) reversal of terms of deixis; f) the use of metonymic relations.

(6) *Equivalence, or idiomatic translation*: the technique of description of the same context via different structural or stylistic means, especially while translating idioms and proverbs: what takes place is the delivery of the equivalent sense rather than the image. An example of such idiomatic translation from English into Ukrainian could serve a translation pair “*caviar to the general*” – “*не в коня корм*”. The term “equivalence” is thus used here in its restricted meaning contrary to that developed by translation theorists described above.

(7) *Adaptation*: a translation procedure of changing the sociocultural reference when a certain extralinguistic context in the source culture does not exist in the target culture<sup>61</sup>. For example, the scholars draw in the cultural connotation of a reference to the game of cricket in an English text which might be best rendered for French recipients by a reference to the Tour de France. However, whereas such a translation solution may be applicable for some restricted metaphorical instances, it turns out pointless when changing names of sociocultural realia in hackneyed metaphors or descriptions of locations in, say, settings of novels.

In order to attain both adequacy and equivalence of translation as far as pragmatic adaptation of the translated text is concerned there is no way but to resort to textual translation transformations. Let us provide an example of such transformations while implementing pragmatic adaptation in the Ukrainian translation of Daniel Keyes’s novel “*Flowers for Algernon*”. This novel features a story of Charlie Gordon and a mouse named Algernon, who have both undergone surgery to increase their intelligence. Charlie, like Algernon, begins to make rapid intellectual gains. The story is told in a series of progress reports written by Charlie and touches on ethical and moral themes such as the treatment of the mentally disabled. Due to distinct divergence in syntactical and morphological potential of the languages in a translation pair “English – Ukrainian” a number of lexico-semantic and grammatical transformations were implemented in the target text. Modulation as a translation technique allows a translator an array of solutions to address and reflect differences in mental categorizing of the world of things and processes via the target and source languages. It often turns out the case that

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<sup>61</sup> Vinay J.-P., Darbelnet J. A methodology for translation. *The Translation Studies Reader*. L. Venuti (Ed.), London and New York: Routledge, 2004. PP. 134–136.

the meaning of English-Ukrainian counterparts are connected through causal relationship and thus, sense development takes place:

<i>I cannot explain myself, sir, I'm afraid Now I can see where I got the unusual motivation for becoming <u>smart</u> that so amazed everyone at first. It was something Rose Gordon lived with day and night. ...Matt complaining that <u>barber supply sales have fallen off</u>...</i>	<i>Я сам себе не розумію, пане. Тепер я бачу, звідки в мене ця незвичайна мотивація стати розумним, що спочатку так дивувала всіх. <u>Із цим почуттям</u> Роза Гордон жила день і ніч. Мат нарікав на те, що <u>постачання перукарського обладнання віднедавна знизилосся</u>...</i>
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Grammatical transformations are employed to display formal and logical relations between source and target language structures and include:

- sentence partitioning:

<i>Having intelligence and knowledge wasn't enough, I wanted this, too.</i>	<i>Мати розум і знання було недосить. Хоч і без цього я не міг обійтися.</i>
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- sentence integration:

<i>My hands are trembling. I feel cold, and there is a distant humming in my ears.</i>	<i><u>Руки в мене тремтять, мені холодно, і щось далеко гуде в моїх вухах.</u></i>
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Grammar substitutions used in the Ukrainian translation of the studied novel were implemented on the different language levels: the morph, the part of speech, the syntactical function, the sentence type. This type of transformations stresses complete abandonment of any analogy between source and target text grammar forms and utter substitution of target text peculiar grammar categories for source text categories.

- Substitution of the morph (here – a grammar category of number):

<i>And for the first time since we'd known each other he put his <u>hands</u> on my shoulder.</i>	<i>І вперше, відколи ми познайомилися один з одним, він поклав <u>руку</u> мені на плече.</i>
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- Substitution of the part of speech:

<i>There was always <u>the pat</u> on the shoulder, <u>the smile</u>, the encouraging word that came my way so rarely</i>	<i>Він завжди <u>поплескував</u> мене по плечу, <u>всміхався</u>, казав підбадьорливі слова, які я чув дуже рідко</i>
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- Substitution of the sentence type

<i>There's nothing to be afraid of.</i>	<i>Ну чого я боявся?</i>
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Complex lexico-grammatical transformations that were amply utilized while conveying the meaning and reaching the identical pragmatic effect in the Ukrainian version of the novel in question can be roughly summarized into antonymic translation, explanatory translation (or explication), compensation. Antonymic translation represents a translation mode whereby an affirmative sentence element in the source text is rendered by a negative one in the target text and / or vice versa. The meaning of the original sentence is to remain intact. The resort to this type of transformation is justified by an opportunity to use the grammar structure which sounds more natural in the target language if the grammar structure in the source language has no direct one-to-one match or doesn't follow the rules of lexical combinability in the target language (what can be labeled as asymmetry of the lexical and semantic systems):

<p><i>Oh, you have it on, sir. <u>You've had it on all the way from New York.</u> <u>I'll just leave it on until we land.</u></i></p>	<p><i>О, він на вас, сер. <u>Ви не скидали його від самого Нью-Йорка.</u> <u>Я не чіпатиму його, поки ми не сядемо.</u></i></p>
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Compensation in translation represents a lexical transfer operation whereby those nuances of the source language text which are lost in the process of translation are made up for in the target language text in some other place or by some other means with a view to approximate replicating source text effects in the target text. Although various points of emphasis were made in terms of language levels involved, treating this translation technique, it remains one of the best described transformations in the domain of translation studies, what with such translation theorists as S. Hervey & J. Higgins, J. P. Vinay & J. Darbelnet giving their thorough examination to it. The concept of compensation was specially entered into the *Encyclopedia of Translation Studies*<sup>62</sup>.

The compensation technique used in the translated Ukrainian version of the novel “Flowers for Algernon” allowed a translator to showcase a more syntagmatically elaborated mode of expression of thought intrinsic in Ukrainian:

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<sup>62</sup> Harvey K. Compensation. In M. Baker (Ed.) *Encyclopedia of Translation Studies*. London: Routledge, 1998. P. 37.

<p><i>I've thought about death often in recent weeks, <u>but not really about God</u>. My mother took me to church occasionally—but I don't recall ever connecting <u>that</u> up with the thought of God.</i></p>	<p><i>Я думав про смерть часто останніми тижнями, <u>однак не можу стверджувати, що мене навідували якісь думки про Бога</u>. Мати іноді водила мене до церкви, але не пригадую, щоб я коли-небудь пов'язував <u>ті відвідини</u> з уявленням про Бога.</i></p>
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## CONCLUSIONS

An analytical yet concise overview of translation research over the past decades in the Western European scientific domain testifies to interdisciplinarity as an underlying all-permeating approach to tackling the multitude of translation-related issues. Admittedly, the major developments in translation theory over certain periods have always been subjugated to the prevalent philosophical and literary trends. Hence, the conceptualization of translation proper lent itself to manifold treatment: general subject matter, the process and the product.

There have been distinct contributions in an attempt to to outline the spheres of competence, terminological framework and foci of research within the realm of translation studies. The notion of equivalence introduced by R. Jakobson is tightly encapsulated in the arbitrariness and unmotivatedness of any language sign, on the one hand, and disproportionate cognitive representational systems of two different languages and cultures, on the other. As most concepts and terminology of translation studies were retrieved from semantics, pragmatics and generative-transformational grammar, they turned out to be linked to the cognitive and communicative processes taking place in the course of interlingual transfer. Thus, the meaning of a word from the perspective of translation studies takes up a functional definition and changes in accordance with a particular context. One of the staples of an interpretative activity – the concept of equivalence is treated from a functional (or dynamic) point of view as well and has been studied profusely by quite a few translation scholars who put their emphasis on it as a highly subjective and elusive phenomenon revealing its multifarious types such as denotative, connotative, text-normative, pragmatic and formal.

A variety of translatoologists' approaches undertaken to come up with taxonomies of text types and methods to convey source texts adequately into a target culture are all characterized by their integrated nature, what with inclusion of literary studies, sociocultural and area studies and the relevant special subject studies into the process of transfer. The developed translation methodologies heavily rely on the discourse semantics findings on the textual and pragmatic levels and are focused on the preservation of

the aims of communication and the sociocultural setting through a meaningful choice of linguistic means in the target language to ensure the delivery of ideational, interpersonal and textual components.

## SUMMARY

The present paper dwells on interdisciplinarity as a comprehensive approach of scholars' contributions into translation studies as far as the main concepts, theories and methodologies are concerned. A balanced survey of the key theoretical developments and research methodologies in translation studies is given. The research highlights the evolution of academicians' viewpoints on an overall framework of the discipline, including its core notions of equivalence, its types, functional text types, models of textual analysis from a translator's point of view. The predominant textual methodologies arising from viewing a text as a functional whole are also in the focus of the study. It is demonstrated that the models of tackling texts as pieces of communication put forward by famous translation scholars brought into play such terminological toolkit as discourse, genre, register, items of the discourse semantics, types of cohesion, pragmatic concepts (coherence, presupposition, implicature). One of the most influential taxonomies of translation strategies and procedures is overviewed. The application of the taxonomy is shown through some excerpts from the Ukrainian translation analysis of D. Keyes's novel "Flowers for Algernon".

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