

CHAPTER I

INTRODUCTION

This chapter presents background of translation, purposes of translation, significances of translation and methods of translation.

1.1 Background of Translation

The process of a translation is a process of transferring meaning from the source language (SL) into the target language (TL). Translating a text might be transferring the meaning and the message equally. Nida and Taber (1984: 12) state that “translating consists of reproducing the receptor language to the closest natural equivalent of the source language message, first in the term of meaning and secondly in the term of style”, Newmark (1988:94) also claims that “the translation itself is not only about finding the equivalent word which is accurate, acceptable and readable but also connecting the word with the culture where the language belongs to”. For that reason, a good translator should be familiar with the culture, customs, and social settings of both in source language and target language, in order to generate a good translation.

As a part of the final assignment to complete the study, the requirement to translate a book is a must. The book entitled “How Not To Give a Boring Speech” written by Erwin Parengkuan is becoming the object of the translation. It was chosen for the reason that the content of the book in Bahasa Indonesia is considered as meaningful for foreign people who know English Language as a target language. Meanwhile for me as a translator, this project is becoming the practice of translating the book related to public speaking and to improve my knowledge about it.

Topic of the book is about public speaking. This book explains about preparation before you speech in front of many people because it needs focus and time to get the best version of you in doing public speaking. Also, this book explains about what you should wear when

deliver speech, what you have to wear and what look you should have. It also explains about the best strategy to deliver speech.

This book has many benefits for those of you who have professions in the field of public speaking, including:

1. Become a person who is aware of lifestyle, so that you can understand what clothes you should wear when giving a speech in a different place.
2. You will learn about strategies that make you understand about what you have to do before deliver a speech.
3. You will be able to appreciate differences more because speaking is not only about us but also about different audiences.
4. You will learn about what body language to use when deliever a speech.
5. And the more important is that you can learn about how to be able to make a pleasant speech and take the audience's attention.

The book talks about how to become a good communicator. Be a good communicator is everyone's dream, especially for those who love to speak up in public. It will helped us who wants to learn more about public speaking.

The book divides into four chapters and the first chapter talks about, how get ourselves prepared about public speaking, the second talks about how to give a good impression to our audience, the third talks about how to structure our speech, and the last talks about the key of it all.

1.2 Purpose of Translation

The purpose of the translation are:

1. To fulfill the final assignment as an English Vocational Student of UIN Sunan Gunung Djati Bandung.
2. To improve translation skill and enrich vocabulary.

3. To give information about Public Speaking (speech).
4. To make the book understandable for foreign people.

1.3 Significance of Translation

This translation project is expected to be useful and helpful for the readers, and its significances are:

1. To Improve the knowledge of the reader and the translator.
2. To make people understand about public speaking, specially how to give a good speech.
3. To Help people understand which clothes/dresses we have to wear while do public speaking.
4. To guide people for becoming a better communicator.

1.4 Theory of Translation

What is theory of translation? The study of proper principle of translation is termed as translation theory. This theory, based on a solid foundation on understanding of how languages work, translation theory recognizes that different languages encode meaning in differing forms, yet guides translators to find appropriate ways of preserving meaning, while using the most appropriate forms of each language. Translation theory includes principles for translating figurative language, dealing with lexical mismatches, rhetorical questions, inclusion of cohesion markers, and many other topics crucial to good translation.

Basically there are two competing theories of translation. In one, the predominant purpose is to express as exactly as possible the full force and meaning of every word and turn of phrase in the original, and in the other the predominant purpose is to produce a result that does not read like a translation at all, but rather moves in its new dress with the same ease as in its native rendering. In the hands of a good translator neither of these two approaches can ever be entirely ignored.

Eugene Nida and Dynamic Equivalence

The Translation Theories of American linguist and translation theorist Eugene Nida were among the most influenced theories in China since the 1980s. His most notable contribution to translation theory is Dynamic Equivalence, also known as Functional Equivalence.

Concept

Nida gave the long-term used words throughout history, such as “literal translation”, “free translation”, and “faithful translation”. On the contrary, he advocated two “equivalence” ways as the basic directions and guidelines of translation: dynamic equivalence and formal equivalence. Nida suggested the main difference between those two was the purpose of the translation.

Formal equivalence

Formal equivalence focuses on the need to pay attention to the form and content contained in the message. The so-called formal equivalence means that the message in the target language should be in accordance with the different parts in the original language.

Formal equivalence intends to achieve equivalence between original text and translation text, and to some extent reflect the linguistic features such as vocabulary, grammar, syntax and structure of the original language which has great impact on the accuracy and correctness. One of the most typical translation is “Gloss translations”, which is closest to the original structure, and with attached comments to give readers a better understanding of the culture and custom.

Dynamic Equivalence

The most important thing in translating is the message received by the audience. Messages that are significant in both form and content need not only to be understood but also to be appreciated. And only when the translator could state the original features, he can achieve

“dynamic equivalence”, which stressed the importance of transferring meaning, not grammatical form.

Implementation Patterns

In Nida’ book, *The Theory and Practice of Translation*, he defined translation as “Translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style.”

This definition includes three basic terms:

- (1) **equivalence**, *which points* to the original language;
- (2) **natural**, it points to the receptor language;
- (3) **closest**, it linked together on an extremely similar basis. Dynamic Equivalence translation means to choose the translation which is closest to the original language on a natural basis.

The so-called closest mainly in regards of the sense, and the translator focus more on the meaning and spirit of the original text, rather than rigidly adhere to the structure and form. In accordance with the definition of Nida, the dynamic translation is not equal to the traditional “free translation” or “live translation of” because of the stringent requirements.

It requires translation text to reflect the original text as perfect as possible in a different language structure, while there is no such requirement in free translation.

Peter Newmark

Newmark also role in a translation theory representing derivatives of comparative linguistics. So, Newmark's rationale also distinguishes linguistic forms (meanings and structures) between source language texts and target language texts. For Newmark, the meaning of the meaning of the text is translated from one language to another with translations in functional meaning.

He proposed to three propositions related to the form of language. The first proposition says if a text is concerned with its linguistic form, the translation must be a language text in

terms of linguistic forms. The text like this are for literature example. Second, if the linguistic form of the source text is not important, the translation does not need to be as possible as the text in terms of linguistic forms. Examples of this type of text are articles in the encyclopedia. Finally, the better the text is written, the closer the linguistic form in the text language, the linguistic form in the text is important or not.

This pronounced 'important' word and 'translated properly' became the keyword. Unfortunately these two words are not measurable. However, to reverse this proposition it can mediate between extreme Left (which supports translation for sources) and extreme right (which supports translation must be loyal to the target language).

1.4.1 Process of Translation

In translating a text there are series of steps in translating a text, to make it natural and acceptable. According to Nida and Taber (1984:33) there are three stages of translation process. (1) Analysis, in which the surface structure is analyzed in terms of (a) the grammatical relationships and (b) the meaning of the words and combinations of words, (2) transfer, in which the analyzed material is transferred in the mind of the translator from language A to language B, and (3) restructuring, in which the transferred material is restructured in order to make the final message fully acceptable in the target language.

1.4.2 Methods of Translation

The method of translation is introduced by Newmark (1998:45). Newmark states, "The important of source language system and culture on the other polar is focusing the importance of target language system and culture.

1. Word-for-word Translation

This is often demonstrated as interlinear translation, with the TL immediately below the SL words. The SL word-order is preserved and the words translated singly by their most common meanings, out of context. Cultural words are translated literally. The main use of

word-for-word translation is either to understand the mechanics of the source language or to construe a difficult text as a pretranslation process. (Newmark, 1988:45).

For example :

SL : I will go to New York tomorrow

TL : Saya akan pergi ke New York besok.

2. Literal Translation

The SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. As a pre-translation process, this indicates the problems to be solved. (Newmark, 1988:46).

For example :

SL : Look, little guy, you-all shouldn't be doing that.

TL : Lihat, anak kecil, kamu semua seharusnya tidak berbuat seperti itu.

3. Faithful Translation

A faithful translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It 'transfers' cultural words and preserves the degree of grammatical and lexical 'abnormality' (deviation from SL norms) in the translation. It attempts to be completely faithful to the intentions and the text-realisation of the SL writer. (Newmark, 1988:46).

For example :

SL : Ben is too well aware that he is naughty.

TL: Ben menyadari terlalu baik bahwa ia nakal.

4. Semantic Translation

Semantic translation differs from 'faithful translation' only in as far as it must take more account of the aesthetic value (that is, the beautiful and natural sound) of the SL text, compromising on 'meaning' where appropriate so that no assonance, word-play or

repetition jars in the finished version. Further, it may translate less important cultural words by culturally neutral third or functional terms but not by cultural equivalents - *une nonne repassant un corporal* may become 'a nun ironing a corporal cloth' - and it may make other small concessions to the readership. The distinction between 'faithful' and 'semantic' translation is that the first is uncompromising and dogmatic, while the second is more flexible, admits the creative exception to 100% fidelity and allows for the translator's intuitive empathy with the original. (Newmark,1988:46).

For example :

SL : He is a book-worm.

TL : Dia (laki-laki) adalah seorang yang suka sekali membaca.

5. **Adaptation**

This is the 'freest' form of translation. It is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten. The deplorable practice of having a play or poem literally translated and then rewritten by an established dramatist or poet has produced many poor adaptations, but other adaptations have 'rescued' period plays (Newmark, 1988:46).

For example :

SL : Like father like son.

TL : Buah jatuh tidak jauh dari pohonnya.

6. **Free Translation**

Free translation reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original, also-called 'intralingual translation', often prolix and pretentious, and not translation at all. (Newmark, 1988:46).

For example :

SL : The flowers in the garden.

TL : Bunga-bunga yang tumbuh di kebun.

7. **Idiomatic Translation**

Idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. (Authorities as diverse as Seleskovitch and Stuart Gilbert tend to this form of lively, 'natural' translation.) (Newmark, 1988:47).

For example :

SL : He is a thief.

TL : Dia panjag tangan.

8. **Communicative Translation**

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.(Newmark, 1988:47).

For example :

SL : Beware of the dog.

TL : Awas anjing galak.

1.4.3 **Strategies of Translation**

1. **Amplification (Addition)**

Amplification (Addition) is a technique that conveyed details that are not formulated or stated in SL. It can be either information or paraphrasing explicitly. It is same with addition or gain. It also can be called grammatical expansion for clarity of meaning.

For example:

SL: Good morning. *You're early today.*

TL: Selamat pagi. *Kau datang lebih awal hari ini.*

In sentence above, the translator uses addition technique of italic word *You're early today* change into *Kau datang lebih awal hari ini*. Translator translates Noby's early into *Nobita datang lebih awal*. If it is translated literary it will be *Nobita lebih awal hari ini*. Translator adds the word *datang* as verb in TL to add information about certain person's activity clearly.

2. Borrowing

Borrowing is a technique that takes a word or expression straight from another language. It can be copied, reproduced, translated/changed in TL exactly as in SL. When an expression or a word is taken over purely in TL (without change), it is called pure borrowing. In naturalized borrowing, it can be naturalized to fit the spelling rules in the TL (with changing).

For example:

SL: It'll make *Shizuka* hate you. So will everyone else too.

TL: Itu membuat *Shizuka* membencimu. Begitu juga orang lain.

In sentence above, translator uses Borrowing technique. The italic word (name) *Shizuka* in SL into *Shizuka* in TL. It shows the word is purely borrowed from the original into TL. Translator uses Pure Borrowing technique. Translator takes the word *Shizuka* directly from one language into another without change. Perhaps it is based on the English dub version that *Shizuka*, usually called *Shizuka* both in English and Indonesian dub version).

3. Calque

Calque also called as loan translation. It is a technique translation of the word or phrase or from the SL into TL which can be lexical or structural system. It also can be translation word-for-word in a language into another language, for example translates each word literally.

For example:

SL: I'll take her to *Anywhere Door*.

TL: Akan kubawa dia ke *Pintu Kemana Saja*.

In sentence above, the translator uses Calque technique of phrase *Anywhere Door!* in SL which is translated into *Pintu Kemana Saja!* in TL. Translator translates *Anywhere* in TL is translated into *Kemana Saja*, while *door* is translated into *Pintu*. Here, the *Anywhere Door* is a phrase which translates literally into phrase in TL.

4. Compensation

Compensation is a technique that introduces SL element of information or stylistic effect in another place in the TL because it cannot be reflected in the same place as in the SL.

For example:

SL: I was so moved that I couldn't stop crying.

TL: Aku sangat terharu oleh tangisan itu.

In sentence above, translator changes the element information and gives stylistic effect in TL because the SL can not be reflected in the same place in SL. If SL is translated literary, of course its translation in TL is different with the structure even meaning in SL.

5. Discursive Creation

Discursive Creation is a technique that replaces a term or expression with a description of its form or/and function. This technique is often used in the translation of the title of film/movie/book to indicate equivalence that can only be valid in a certain context.

For example:

SL: STAND BY ME DORAEMON

TL: TETAPLAH BERSAMAKU DORAEMON

In the sentence above, translator translates the title of the movie (*Stand by Me* changes into *Tetaplah Bersamaku*) to indicate the equivalence that is totally unpredictable out of the context. If the title in SL is translated literally or lexically (based on the dictionary), the translation surely different with the intended meaning by the translator. The translation of movie in TL is enough for representing about the story of movie.

6. Established Equivalence

It is a technique that use term or expression which is recognized (in dictionary or language in use and everyday use) as an equivalent in the TL. It is used to refer to cases where language describe the same situation by different stylistic or structural.

For example:

SL: Thank you, Doraemon. I owe everything to you.

TL: Terima kasih, Doraemon. Aku berutang besar padamu.

In the sentence above, the translator uses Established Equivalence technique. The word *Thanks* in SL to be *Terima kasih* in TL. Translator uses expression which is recognized in daily conversation *Thanks* into *Terima kasih*. It is expression which is used for someone that say grateful to person for something.

7. Modulation

Modulation is a technique that changes the point of view in the TL in order to focus or cognitive category in relation to SL. It is a variation of the form of the message, obtained by a change the point of view. It allows in expressing the same phenomenon in a different way.

For example:

SL: Hey, Noby. You're early again.

TL: Halo, Nobita. Kau tak terlambat lagi.

In the sentence above, the translator changes the point of view in SL to TL, but still has same message or meaning of the utterance spoken in SL. If it is translated into TL to be Halo/Hai Nobita. *Kau (datang/ tiba) lebih awal lagi (disekolah)*. It has same meaning or message toward the translation of subtitle *Halo Nobita. Kau tak terlambat lagi* in TL.

8. Reduction (Omission)

Reduction is a technique that reduces certain elements of the SL. It is also called elimination, omission or subtraction which suppressing a SL information in the TL.

For example:

SL: *Mom, Why didn't you wake me?!*

TL: *Kenapa kau tidak membangunkan aku?!*

In the sentence above, translator uses Reduction technique. Translator reduces the noun *Mom* in TL. If the utterance in SL translated literary, it will be *Ibu, kenapa kau tidak membangunkanku?* There is reduction word *Mom* (*Ibu*).

9. Transposition (Shift)

Transposition is a technique that changes a grammatical category in relation to the source language. This technique same with shift (in category, structure and unit shift, such as changing singular to plural, position of adjective, changing the word class or part of speech).

For example:

SL: *The cottage is still far away.*

TL: *Pondokan masih sangat jauh.*

In the sentence, the translator translates *The cottage* become *Pondokan*. From this data, it can be found transposition or shift. There is unit shift from *the cottage* in the SL to *pondokan* in TL. In SL, the form is noun phrase change into noun. It is clear that the cottage is noun phrase. And the TL *pondokan* is noun.