

## CHAPTER I

### INTRODUCTION

The first chapter present the background of the translation as the reason, the purpose and the significance of this final report, the process and methods for translating the text.

#### **1.1 Background of Translating *The Art of Effective Communication***

This book was translated into Indonesian language as a final report in my lecture, I choose this book, because of the many benefits and teaching that I got. This book explained how to communicate well and correctly in work or society. It not only explained theoretically from each chapter but also exercises that must be done remember what has been discussed in each chapter. At the end of each chapter there are always guideline that will explain briefly but can easily be understood by the reader.

The topic discussed in this book is not too difficult to understand, because it all relates to the daily lives of everyone. Conversation control therefore is a skill. It can be learnt. There are principles to separate poor performance from effective high performance. An explanation of picture or chart illustration that makes it easy to explain each chapter.

Translating this book allow me to know how to communicate well so that what I want to convey is not too much time. And also I can know what the art of communication effective. It is important to manage conversations, otherwise they will manage you. However, not every conversation is difficult. As the figure

shoes, most of us have our fair share of difficult conversations, but also have a reasonable number of easy meetings.

I hope that by translating this book the reader can understand and get the same benefits as what I got. Readers can improve your conversation control skills and be more effective in interviews, meetings, and negotiations, as well as socially more at ease. We shall examine specific cases and examples which you can use as a basis for improving the way you communicate.

Communication effective can also facilitate the translation process. Communicating directly one of them must use language, and language also become a factor in translation.

The translation comes from the ancient Greek word is Hermêneus, which is directly related to the name of the god Hermes. Hermeneus means interpreting foreign languages, translate, explain, commentate, declare, express, and writing.

Catford (1965: 20), (in Djauharie, Otong Setiawan, 2013:11) defines translation as the transfer of discourse in the source language (SL) with its equivalent discourse in the target language (TL). Catford stressed that the transfer discourse must be commensurate with the original discourse. Because equivalents are the key words in the translation process, the message in the discourse will automatically be proportional to the message in the original discourse.

Levy emphasizes that translation is a skill where the identity of the translator can be reflected in his opinion. Levy in his book *Translational as A Decision Process* (in Djauharie, Otong Setiawan, 2013:11) suggests that translation is a

creative process that always gives translators freedom or choice with some of the closest possible equivalence in producing situational meaning.

concur with Levy's explanation, Larson (1984: 3), in his book *Meaning-Based Translation: A Guide to Cross Equivalence* (in Djauharie, Otong Setiawan, 2013:11), defines translation as a change of form from source language (SL) into recipient language (RL) where meaning must be kept to remain the same. Larson implies that translation is the transfer of meaning from source language (sl) into recipient language (RL), that meaning is transferred to recipient language (RL) through a semantic structure and it must be maintained even though the shape changes.

Newmark (1988: 5) in his book *Text Translation Book* explains what is meant by a discourse in other languages such as the discourse approved by the author.

Another definition is from Forster in his book *Translation: An Introduction* (in Djauharie, Otong Setiawan, 2013:11) defines translation as transferring the contents of source language discourse into target language. The contents in question can benefit not only the translator but also the reader.

From some opinions about the translation above, it can be concluded that the translation, interpreting and translation, gives more emphasis to the meaning or message conveyed. Whether the translation results follow in the form of source language, there is a coherence and the similarity between the messages in source language and target language, the message connect in source language is seen to be reasonably acceptable for the use of target language; messages in source language are not measured by users of target language.

## **1.2 Purpose of Translation**

The following are some purpose in this translation:

1. To increase knowledge about method, process, strategy and identify the steps of translation.
2. To find the right language from English into Indonesia.
3. To give the knowledge what is in this book for the readers.

## **1.3 Significance of Translation**

This translation is expected to be a benefit for the readers, and could be used by other translators and readers in term of;

Theoretically, can be used in activities and learning related to language. Practically, reaffirm the knowledge gained during studying theory in order to further facilitate its use.

## **1.4 Process of Translation**

Graedler (2000:3) puts forth some procedures of translating CSCs:

1. Making up a new word..
2. Explaining the meaning of the SL expression in lieu of translating it.
3. Preserving the SL term intact.
4. Opting for a word in the TL which seems similar to or has the same "relevance" as the SL term.

## **1.5 The Theory of Translation**

Newmark (1988: 8) mentions the difference between translation methods and translation procedures. He write that, "While translation methods relate to whole

texts, translation procedures are used for sentence and the smaller units of language. “ He goes on to refer to the following methods of translation:

### **1.5.1 Method of Translation**

#### **1. Word for word translation**

The source language is translated word by word, such a :

SL : Chapter one.

TL : Bab satu.

#### **2. Literal translation**

The source language grammatical forms are converted to their nearest target language equivalent. However, the lexical words are translated out of context, such a :

SL : The meaning of conversation control.

TL : Arti dari kendali percakapan.

#### **3. Faithful translation**

This methods tries to reproduce the precise contextual meaning of original within the constraint of the TL grammatical structures, such a :

SL : Use the facts and opinions..

TL : Gunakan fakta dan pendapat.

#### **4. Semantic translation**

This methods concerns the aesthetic value-that is the beautiful and natural sound-of the SL text, such a :

SL : He is a book worm.

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

## 5. Free translation

Free translation is the translation, which is not, bonded structure and manner, such a :

SL : Facts and opinions are the life blood of all conversation.

TL : Fakta dan opini adalah bagian utama dari suatu percakapan

## 6. Adaptation

This methods is the freest form of translation, such a :

SL : Like father like son.

TL : Buah jatuh tidak jauh dari pohonnya.

## 7. Idiomatic translation

Idiomatic translation reproduces the message of the source text but tend to distort nuances of meaning by preferring collpquialisms and idioms, such a :

SL : What do you mean?

TL : maksud ?

## 8. Communicative translation

This methods attempts to render to exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership, such a :

ST : **Johnson:** Well, wehad a good talk.

**Boswell:** Yer sir, you tossed and gored several persons.

TL : **Johnson:** Ya, kami sudah berbicara.

**Boswell:** Ya tuan, anda menunjuk dan menukar beberapa orang.