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Second International Scientific Conference

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FILKO

ФИЛОЛОГИЈА, КУЛТУРА И ОБРАЗОВАНИЕ ФИЛОЛОГИЈА, КУЛТУРА И ОБРАЗОВАНИЕ
PHILOLOGY, CULTURE AND EDUCATION

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CULTURAL CHALLENGES IN SPECIALIZED TRANSLATIONS

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Abstract

On today's increasingly competitive market of specialized translations, there are more and more challenges that translators have to face. One of these is the cultural impact, which, due to globalization, has become self-evident in recent years. The implications that a translated text may have in a certain culture are to be considered, no matter if it is a user's guide or a commercial brochure, an article or a manual. Both the linguistic aspects, such as the grammatical structures or the specialized vocabulary, and the stylistic ones, such as the word order in a sentence, the length of sentences or the way of addressing the readers are essential when translating specialized texts. Consequently, it is necessary to adapt the form and the content of a text to the specificity of the culture it is translated for. In some countries, like the United Kingdom, conciseness and precision are highly valued, so sentences have to be short, with a well-established word order, whereas in others, like Romania, an elaborate style is seen as a proof of professionalism, so there are long, complex sentences and a very flexible word order. Furthermore, an American reader would appreciate blunt speech, whereas a Japanese one would hardly accept a text that does not contain the usual marks of politeness. The aim of this paper is to present some significant aspects regarding the differences of expression from one culture to another, and to highlight the challenges that specialized translators face nowadays.

Key words: cultural competence, idioms, metaphors, text structures

Starting from the premise that not everyone could be a specialized translator, we should say from the very beginning that such a professional must be endowed with a particular set of abilities, such as proficient linguistic knowledge, a remarkable skill to find the right equivalents in the right context and a deep understanding of the rather complicated subject matters in technical, scientific, economic, legal or political documents.

Although terminology plays a key part in specialized texts, the translator's expertise in a jargon is not enough. Due to the major scientific discoveries and technological progresses nowadays, these texts usually address audiences from

different countries, so it is equally important to know the conventions that apply to each culture in which the text will be read.

First of all, a translator should check the cultural context in which the text was written, so that he or she could render the message accurately. The epoch, the political regime, the social and economic context in which the source text was produced are to be considered in the pre-translation stage, because they might determine the selection of a specific set of words. For example, the technical documents written in Romanian during the communist regime contained a lot of propagandistic sentences, which, if translated word for word, would be difficult to understand for a contemporary speaker of English. Moreover, a certain type of language, metaphorically known as Romania as “the wooden language” cannot be exactly rendered in the language of a country that is not familiar with the communist realities and, consequently, a lot of adaptation would be necessary for facilitating understanding. This is the reason why, when translating today technical-scientific documents from the previous decades, many Romanian translators prefer to simply omit the cultural elements of that epoch, preserving only those parts of text that are still relevant for the topics related to science and technology.

The field that the text belongs to, as well as its purpose (i.e. informative, instructive or persuasive) and target readers are equally important when analyzing the cultural markers of a technical-scientific document, because there may arise differences in the way we approach certain terms depending on various factors, such as their level of standardization in certain countries, the aim and the degree of difficulty of the text, the cultural level of the target audience, etc. For instance, if we have to translate the instructions of a board game or video game from English into Romanian, it is very difficult to find the right equivalents, because there is no standardized terminology for this field in Romanian. Consequently, the translators either opt for preserving the words as they are in English (e.g. “quest”, which has been introduced into Romanian as such, because all the players of World of Warcraft know what it means) or introduce a new term, identical in meaning to the original one and slightly adapted to the formal specificity of the target language (e.g. “meepleși”, as a version of the term “meeples”, with a Romanian plural form added to the English word).

Cultural awareness is crucial for understanding a certain way of thinking and behaving, which, in its turn, may lead to a specific way of handling specialized documents. In the technical-scientific language, any message contains both specialized information and (explicit or implicit) references to the cultural background of the author. This background implies not only a certain mentality and level of understanding, but also the personal development track of the one who has written the text. For example, thanks to their advanced knowledge in technology, Japanese technical writers tend to give fewer instructions in their texts than Eastern European ones. Therefore, the concept of localization of technical documentation implies that the translated documents should be culturally appropriate, adapted to the specificity of each culture and written in a

style that should facilitate the understanding of the correct meaning, without offending the local readers in any way.

A specialized translator's cultural competence – one of the five major skills that a translator should possess in order to do their job proficiently – is the ability to transfer the social conventions and cultural markers (i.e. expressions, idioms, metaphors) from the source language into the target language. Though these elements may seem less important for technical communication than for literary translations, they are actually able to make the difference between good and bad translations, because a poorly translated expression may have negative effects on the clarity of the entire text.

As far as rendering culturally specific elements, there are two distinct opinions among translators, just as in the other cases theorized by Nida in his studies. Formal equivalence, which implies faithfully reproducing the form and content of the source text in the target language, does not provide the reader with any other information related to cultural aspects than that contained in the original text. This procedure may work well in case of literary translations, where the reader will grasp “as much as he can of the customs, manner of thought, and means of expression” (Nida, 1964:129), at the same time having the impression that the style of the original text is preserved, but it may prove to be disastrous for specialized translations, where no hint about a certain culture-bound element may result in injuries to the reader/user. Therefore, the other procedure, dynamic equivalence, should be chosen when technical and scientific texts are involved. Contrary to the principle of faithfulness implied by formal equivalence, the dynamic one “tries to relate the receptor to modes of behavior relevant within the context of his own culture” (Idem) or, in other words, to expose the readers to a familiar reality in their culture, whilst preserving the message of the text written in another culture.

When attempting to render a culture-bound content in a different country, translators resort to various procedures, such as modulation, adaptation or compensation, with a view to counterbalancing the loss of meaning and to preserving the cultural implications of the source text. Another solution that some translators opt for is transference, which gives local color to a text by keeping some names and concepts from the original culture. However, Newmark considers that this method may have negative effects on the understanding of the target text, since some readers may not be familiar with those foreign realities and may misinterpret them, to the detriment of the translation's comprehensibility. For this reason, he proposes componential analysis, which explains the meaning in detail, without focusing on the cultural elements. In his opinion, it is more important to render the message accurately than to focus on the cultural implications. According to him, componential analysis is “the most accurate translation procedure, which excludes the culture and highlights the message” (Newmark, 1988:96).

Nonetheless, in some cases, it is difficult to separate the message of the text from its cultural implications, because, after all, many technical writers are highly

influenced by their cultural background and, as Buffon used to say, the style is the man himself. Consequently, in the pre-translation stage, the specialized translators should analyze the semantic macrostructure of the source text (i.e. topic or gist), which may be culture-bound, and decide on the microstructures (i.e. words, phrases or sentences) they should use in translation.

Usually, the macrostructures of a text are expressed in the headlines of a newspaper or magazine article, or in the title and abstract of an academic paper. Nowadays, a large category of specialized texts is represented by articles meant to popularize science and technology in newspapers and magazines. They often contain figurative speech, mainly in the headlines, whose aim is to draw the readers' attention.

An idiom like "A new car equipped with bells and whistles" may sound misleading in a headline, because we do not know what it actually refers to and how we should translate it, to preserve the original message and, at the same time, to catch the readers' attention in the target language. Therefore, the translator should do some research related to the meaning and etymology of this expression, which is one of the most debated ones in English. There are two different sides when it comes to its origin: some linguists claim that it originated in Britain, during the Industrial Revolution, when the first steam engines were equipped with bells and whistles, to make a lot of noise in order to prevent accidents, because people were not accustomed to their presence. From this point of view, the meaning of the idiom in the headline could be translated in relation to the new safety devices that the new type of car is equipped with (indeed, the content of the article refers to a lot of new safety features). Nevertheless, other linguists claim that the origin of the expression lies in cattle breeding, because, at the cattle fairs in the United States, cows were usually decorated with bells, ribbons and other ornaments, in order to make them look more beautiful and to entice the customer to buy them. From this perspective, the idiom should be translated in connection with the extra options or gadgets that the new car is equipped with and which the article also mentions.

The translator's dilemma related to this expression, which has two different etymologies, from two different countries, and two different years when it started to be used (1847 in Britain and 1865 in the United States), can be solved by finding a neutral expression in the target language, which could encompass both its meanings, even if it will lose on the headline's attractiveness to the reader. Thus, he or she could translate bells and whistles as symbols of the latest technology in car manufacturing, without specifying whether the idiom refers to safety devices or extra gadgets.

Another challenge that a specialized translator or interpreter may face in the semantic area is the presence of metaphors rooted in technical or scientific realities, some of which no longer exist and require a lot of general knowledge in order to be properly translated. If such a metaphor is placed in the middle of a speech, and the interpreter has no time to do research, it is even more difficult to cope with the situation. For example, during his State of the Union address in

2011, the American President Barack Obama introduced the idiom “Sputnik moment”, to refer to the necessity to invest more in research, infrastructure and education, with a view to reviving the United States’ economy and to preserving America’s global domination.

The origin of this idiom in English lies in the space race between the United States and the USSR, after the Soviet Union launched the first Earth-orbiting satellite, Sputnik 1, in 1957, leaving the U.S. behind. Its meaning is related to the moment when people understand it is high time they made more effort to catch up with someone who challenges them or urges them to take action.

The one who translated the speech for a TV channel in Romania opted for calque and, basically, preserved the phrase as such in Romanian – a technique that was later adopted by most of the Romanian newspapers, both to comment on Obama’s ideas and to refer to other realities in our country, such as the necessity to build new roads or to invest more in research and innovation. However, in my opinion this was not the best strategy, because many of the viewers and readers that the TV channel and the newspapers in question address are young and do not know too much about the Soviet Union’s spatial program in the 1950s. Therefore, a cultural equivalent (i.e. a similar idiom rendering the same meaning, of a crucial moment, or a paraphrase) would have been a better option for making the same impact on the Romanian viewers or readers as the original speech made on Obama’s Republican audience.

Besides popularizing articles on topics related to science and technology, or televised speeches containing technical metaphors, a great number of texts that a specialized translator deals with on a regular basis are user’s guides, manuals or brochures and leaflets containing instructions, recommendations and warnings, as well as standards, which, despite their informative purpose, also have a prescriptive character. In this case, a technical translator must take into consideration all the cultural specificities, because what is self-evident to someone from a certain country could be misunderstood by someone from another country, and this may lead to risky situations. For example, when translating food recipes from the United States, in which it is specified to use “Gas 9” for baking bread or pies, the translator must be very careful when translating this instruction for European readers, because in Europe there are different ways to express the temperature of the oven. Therefore, instead of Gas 9, which does not mean anything to a European user and may be misleading, the translator should specify the temperature, converted from Fahrenheit degrees into Celsius degrees (240°C), or add the observation “extremely hot”.

Another example, provided by Schmitt (1999:228) in his contrastive study on English and German technical terminology, is that of “carbon steel”, whose German equivalent is not Kohlenstoffstahl, as many bilingual dictionaries mention, but Baustahl. Though similar, these terms are not perfect synonyms, because Baustahl designates a less brittle type of steel and, thus, it is closer in meaning to the English term. This difference in meaning between the two terms originates in the difference in standards between the United States and Germany,

as far as steelmaking is concerned. Due to the differences in climate and safety norms in constructions between the two countries, these standards require carbon steel with different properties and, because of these cultural specificities, it is very difficult for a translator to provide the exact equivalent in German for the English term.

Whereas German is so specific and, in many cases, has a lot of terms for the same concept, which makes it hard for specialized translators to choose the most appropriate one, Italian and French are laxer and have the same term for two different concepts, or two terms used in free variation, which makes it equally difficult for specialized translators to render the exact meaning. Whilst German, English and other Germanic languages use two different words for “to solder” and “to weld”, Italian has only the term “saldare” for referring to both of these processes, and French, though having two nouns to describe the process, “brasure” and “soudure”, uses them interchangeably, leading the readers to the same ambiguity as in Italian.

In addition to these terminology-related issues, a major challenge in technical translations is the use of cultural metaphors, based on a technical object’s similarity in form, location or function to an ordinary one. If these metaphors are not only culture-bound, but also gender-specific, translators face an even bigger challenge to choose the right (and sometimes politically correct) equivalent. For example, in English, a lot of connectors and fasteners are considered to be either male or female. This has a powerful sexual connotation, since the female connectors have the form of a receptacle, whereas the male ones have the form of a phallus. Moreover, the verb used for describing the way they connect is “to mate”. However, other cultures perceive reality in a different way and have totally different terms to refer to the same process. In French, for instance, the male screw is called “vis mère” (i.e. literally, mother screw), because the noun “vis” (= screw) is a feminine one, whereas the “female nut” has a masculine correspondent in French, “écrou”. Other languages, like Romanian, operate this distinction only selectively (only some of the male-female components in English have gender-specific counterparts in Romanian).

Furthermore, in some cases, the gender-specific concept in one culture has a neutral correspondent in another. For example, the terms “motherboard” and “daughter board” in English are simply rendered as mainboard and extensions in Romanian, without any metaphorical implication. Actually, in the beginning, there was no metaphorical connotation in English either, as only the term “mainboard” was used, but later on, when the “mainboard” became extensible, it was necessary to introduce a new term. The connotation these terms have in English nowadays is related to the fact that the main circuit board in a computer can be extended by plugging other circuit boards into it – the daughter boards, or the baby boards, as they were initially called in the 1950s. It is considered that these terms were created based either on the analogy with the tight relationship between a mother and a daughter or on the similar nautical metaphors of “mother vessel” and “daughter vessel”.

Difficult as cultural metaphors in technical English might be, they are, however, more comprehensible than text structures at the legal and political level. These require a great deal of general and specialized knowledge and a lot of communication skills, because they vary from one culture to another. Given the importance of such texts like legal and administrative documents, as well as political discourses, a specialized translator or interpreter must be familiar with all the specific cultural norms. These types of texts usually have a highly standardized language, which implies the use of specific formulas in each culture. This is the reason why a translation of such texts is always challenging, because, on the one hand, these formulas must be adapted to the specificity of the target culture, and, on the other hand, the form of the source document must be preserved, since the translation functions as an original of the second degree, accurately reproducing in the target language both the content and the form of the document in the source language.

Differences in the legal and political systems of various countries, different ways of approaching the relationship between doctors and patients in medical letters, a different mentality on life and death regarding insurance policies and testaments – all these require a deep understanding of the two cultures of the source and target language, in order to render each message according to the customs of either country.

To shed some light on the above mentioned issue, we should consider the example of the Universal Declaration of Human Rights. The translation of this text in various languages is very different from the original text in English, because of some parts of the document, which cannot be translated word for word, as they have different connotations in different regions of the world. In English, words like “person/people” or “individual(s)” are considered suitable in the context of such a general document, due to their gender-neutral meaning, but in Arabic their equivalent should be “man/men”, which, although it is gender-specific, just like in English, is considered perfectly synonymous to “human being(s)”. Moreover, the Chinese translation of the English passive structure “to be entitled”, which has no connotation regarding the beneficiary’s reaction, is “to enjoy”, because in China gaining a right is seen as a reason for joy. Such differences in perception, specific to each culture, make a text containing cultural connotations impossible to be translated automatically, because only a human translator can understand all these connotations and render them appropriately.

In legal texts, such as court verdicts, the differences from one culture to another are even more obvious. Whereas in France, the court sentence starts with a presentation of the facts that have led to a certain verdict, passed in compliance with some articles of the law, enumerated there as a justification, in Germany it begins with the verdict and continues with the explanation for passing it. Whilst a British judge will express the decision of the Court in a personal style, referring more to the facts presented during the trial than to the articles of the law, a German judge will adopt a more formal position and will present the court sentence in an official manner, based on the articles of the law more than on his

conclusions. Both the British and the American legal documents, as well as the ones in Romanian, begin with an enumeration of reasons for which a certain decision is made, and this leads to a long, complex sentence, which sometimes may be difficult to follow by a non-specialist; on the contrary, the documents in German contain short sentences, so that anybody could understand a court order that refers to them.

All the examples above are meant to prove that any specialized text is a cultural challenge in itself, due to the context in which it was written, its terminology, the implications related to its topic and the style adopted by its author. Furthermore, in the case of technical texts containing instructions, the principles of localization require that the user of a product, who reads a manual in the target language, should be able to carry out all the instructions as quickly, safely and precisely as the reader of the source text. This implies choosing the most appropriate text structures and terminology and, at the same time, preserving the format of the original text. Sometimes, it is difficult to stick to the rules of formatting, because of the length of the text in either language. For instance, the source text in English could be shorter, due to the specificity of the language and the concise character of this type of documents, whereas its translation into a Romance language like French, Italian or Romanian could be up to 30% longer. As it could affect both the format of the text per page and the number of pages of the entire technical document, which may lead to extra printing costs, this is another cultural challenge to be taken into account when translating specialized texts.

Although nowadays many important companies resort to automatic translations, in order to save time and money, there are more and more cases in which, due to the cultural differences mentioned in this article, the presence of an in-house specialized translation is vital, because only a highly-trained professional can understand all the connotations of a culture-bound context and can render them appropriately in another language.

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