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English Department

Second Year Level

Lectures of the 2nd Semester

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Techniques of Translation

The Direct Techniques

Introduction to Translation Studies:(Vinay and Darbelnet's Translation)

Back in the 1950s, two French scholars named Jean-Paul Vinay and Jean Darbelnet explored the linguistic aspects of translation. The field of Translation Studies didn't really exist at the time, so most of what Vinay and Darbelnet did was considered *comparative literature*.

What is the difference between a translation method and a technique? It's very simple: a translation method is applied to the entire text to be translated, while a translation technique may vary within the same text on a case-by-case basis depending on the specific verbal elements to be translated. According to Vinay and Darbelnet, translation techniques consist of :

I/ Techniques of Direct Translation that include :

Lecture 1 /Borrowing

Unless you are one of these people that confuses *borrowing* and *lending*, then this should cause you little trouble. Borrowing is the idea of taking the word from the source language (SL) and maintaining it in the target language (TL). It is considered the simplest of the procedures and tends to be employed in two situations: either when discussing a new technical process for which no term exists within the TL, or when maintaining a word from the SL for stylistic

effect, in which the translator uses the foreign term to add flavour to the target text (TT). Examples ; hijab : حجاب, intifadah : انتفاضة radio : راديو television : تلفزيون Instagram : انستغرام

Lecture 2/Calque

A calque is when an expression from the source text (ST) is transferred literally into the TT. Calques either follow the syntax of the TL while translating each word literally or ignore the syntax of the TL and maintain the syntax of the SL, rendering the calque in an awkward syntactical structure in the TT. Examples : الأُسبوع نهاية from the english*weekend *
اكل السريع...fast food , skyscraper is gratte-ciel in French and ناطحة السحاب in Arabic . In addition, Calque is widely used by translators to deal with names of international organizations. For example European Union ; L'union européen.

Lecture 3/ Literal translation

Usually this is called a literal translation or metaphrase. This means a word-for-word translation, achieving a text in the target language which is as correct as it is idiomatic. According to Vinay and Darbelnet, a literal translation can only be applied with languages which are extremely close in cultural terms. It is acceptable only if the translated text retains the same syntax, the same meaning and the same style as the original text. For example : Example: *What time is it?* كم الساعة

Exercise : Translate the following text into Arabic using the different direct translation techniques :

French FM here for talks

French Foreign Minister Michel Parne will be in Cairo later this month for talks with his Egyptian counterpart Ahmed Maher on the latest developments in the Middle East, particularly in Iraq and Palestine. France believes that this visit is of great significance in the present circumstances, a French diplomatic source told the Middle East News Agency (MENA). The talks will review means to maintain coordination between the two countries in issues relating to Iraq and the occupied Palestine territories.

References :

1-Bakker, M., Koster, C. & van Leuven-Zwart, K. (1998). Shifts of Translation. In M. Baker (Ed.), *Encyclopedia of Translation Studies* (226–231). London: Routledge.

2-Bénédicte Meillon, Jean-Paul Vinay et Jean Darbelnet, « A Methodology for Translation », in *The Translation Studies Reader*, ed. by Laurence Venuti), *Les procédés de traduction*, 2014.

3-Catford, J.C. (1965) *A linguistic theory of translation: An essay in applied linguistics*. Oxford University Press.