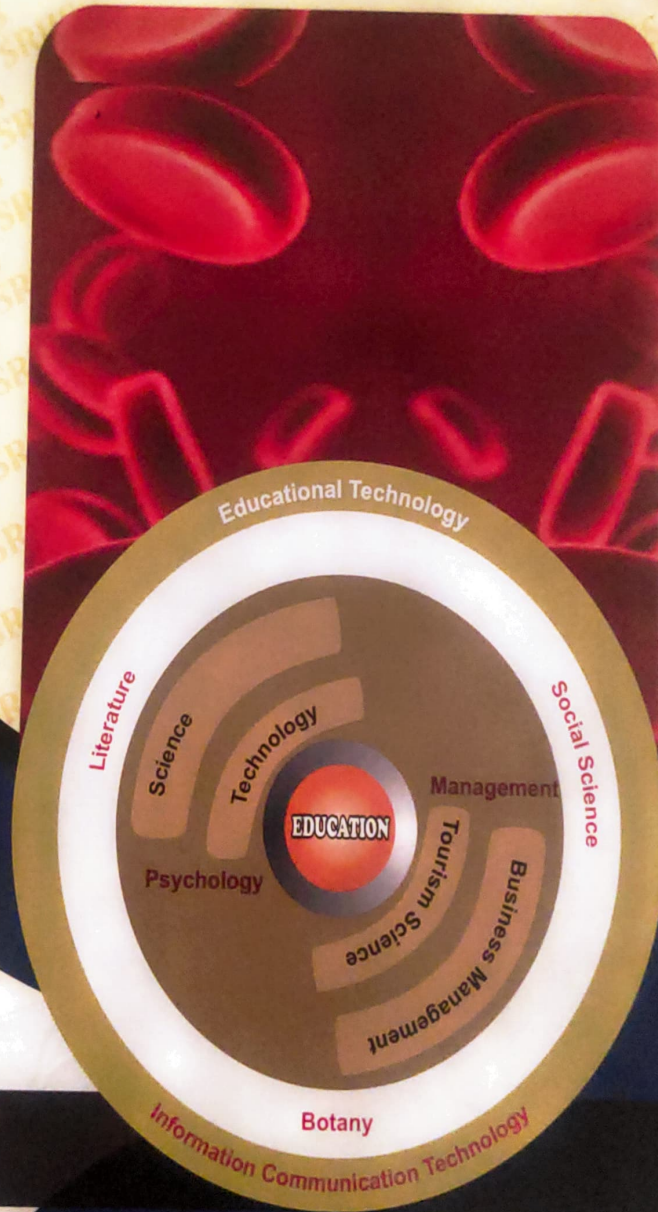


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SCOPE AND CHALLENGES IN TRANSLATION

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Translation is an art. Translation is a creation itself. The world experienced by an individual can never be the same to other person. However, there is a possibility of reinterpreting, reinterpreting the experienced world. This ability of man helps other to probe the mind of the author. When a specific experience yields into a particular sentence as per the perception of its author, the specific experience may be interpreted differently by different individuals. In fact it would not be an exaggeration to say that the language itself came into existence through translation and interpretation.

Translation has been defined differently by scholars as:

1. Eugene Nida (1960) states that translation consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style.
2. Newmark in Rudi Hartonto states that translation is rendering the meaning of a text into another language in the way that the author intended the text.

Thus it is believed that translation is kind of rendering from one language into another. Translation is an activity of understanding the language of other person on one hand and understanding their whole world on the other hand. The scholars believed that most of the theories could not account for a unified theory of translation. Earliest attempts at the translation studies can be traced back over 2000 years. It is believed that 'sense for sense' and 'word for word' translation date back to antiquity to the time of Cicero and Horace.

Then followed the phase when the Jewish scholars translated the Old Testament and Holy Scriptures. Translation however can be graded as good or poor translation depending on its ability to describe the experience vivid manner. Translation performed by one cannot assure the full satisfaction to its original author. Translation has some basic requirements. Translator must be a dynamic reader in order to recognize the most possible closest meaning in source as well as target language. Wide range of reading ensures the most appropriate expression for the given expression.

Translation can be categorized into different classes. 'Roman Jakobson in Hatim and Munday makes a very important distinction between three types of written translation : 1) Intralingual translation, translation within the same language, which can involve rewording or paraphrase, 2) Interlingual translation, translation from one language to another, 3) Intersemiotic translation, translation of the verbal sign by non verbal sign for example music or image.'⁽¹⁾

Translators have to use the language which can easily pass the message from the original to translated text. The language used in English newspaper deals with the translated language which is widely accepted by its reader in the province. It is also the language which describes the events suffusely. In the context of India, English language used in newspaper in one part

of India typically translates vernacular expressions either by associating English words, or by inventing new coined expressions or sometime by simply transcribing. Transcription is very useful for overcoming the difficulty of the use of right word. However, too much use of transcribed words may dilute the interest of readers.

Robinson (2003) posited that for some translators the entire purpose of translation was achieving equivalence. This equivalence as Jakobson (1959) mentioned in his paper "is the cardinal problem of language and the pivotal concern of linguistics". Drawing on the concept of linguistic meaning and equivalence, he follows the relation set out by Saussure between signifier and signified which form the linguistic sign (Munday, 2001, p.36). For Jakobson, no linguistic specimen can be interpreted by the science of language with any translation of its signs into other signs of the same system or another system.⁽²⁾

The structures of source and target languages are different. One language recognizes one object quite differently from the way other language recognizes it. For an example, in Marathi language there is the expression उथळ पाण्याला खळखळट फार. Literal translation in English, may not provide the exact sense like shallow water makes much noise. It is so because the idea perceived by English language user seems to be different like 'Empty vessel makes much noise'. The ideas underlined in these expressions are same but collective psyche at its back is quite different. Users of both language perceive the world in entirely different form. They aim at the same meaning that the person with superficial knowledge makes show of his knowledge. Jobs based on translation are available in almost every industry. Whenever products manufactured or modified or launched, it needs manual to operate the product. Chinese, Japanese and Korean companies are at the forefront in the manufacture of electronic gadgets especially mobiles. The manuals of mobiles, at each version are added with new functions. These new functions have to be written down step wise for the use. Once they are written in native language, they have to be translated into English. The better understanding of the product can result through the use of specific use of words. The translator has to use unambiguous words and expression so as to convey the exact transaction.

It is advisable to new comers that English language with one more foreign language like Chinese, Japanese, German, or such other may open the door of employment to the users.

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