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Faculty of Humanities

DISSERTATION SUMMARY

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Genre-specific matching strategies in translating guidebooks

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1. The aim of the Ph. D. thesis

The dissertation aims to explore a relatively unexplored field of Translation Studies, namely the translation of guidebooks.

2. The main question of the research

The main question of the research is whether translated guidebooks manage to fulfil the target readers' expectations, both form- and contactwise.

Based on this general question, more specific questions and hypotheses can be formed after defining the material of the research.

3. Theoretical background

Adapting the hierarchy of needs well known in psychology (Maslow 1970) and tourism (Fazakas, Török 2002, Pernyéz 2003, Lengyel 2004, Michalkó 2004) to the readers of guidebooks, the function of guidebooks can be defined as giving information and stimuli so that the tourist's needs concerning the destination will be satisfied.

Applying the approach of Cultural Studies, after understanding what culture (Kramsch 1998, Kroeber, Kluckholn 1952, Goodenough 1971, Trompenaars 1993, Hofstede 1991) and its parts (Hall 1975, Hofstede 1991, Adaskou & Britten 1990, Kramsch 1991, Cankova & Gill 2002) can be considered, it can be explained how culture appears and what parts culture is composed of in guidebooks.

Concentrating on the translation aspect, the translating problems of guidebooks can be given various theoretical frameworks.

The theory of functional equivalence (Klaudy 1999), the phenomenon of quasi-correctness (Klaudy 1987), the skopos theory (Vermeer 1978), Gutt's (1991) relevance theory and the genre-specific approach (Károly 2007) all lead to the conclusion that if translators want to create guidebooks that really satisfy tourists' needs, i.e. that are similar to guidebooks written originally in the target language, then they need to make some changes in the target text in terms of both form and content.

4. Materials and methods

In accordance with the most common translation direction in guidebooks available in Hungary, the English–Hungarian language pair was chosen for the research. To narrow this still very wide range the research was limited to the guidebooks on Rome because of the city's cultural richness. The main material eventually selected for the research is composed of twelve guidebooks on Rome: four of them written in English, their Hungarian translations, four of them written in Hungarian originally. Beside these twelve, additional guidebooks were chosen for the pragmatic analysis: partly original Hungarian guidebooks written on Rome over the last century (Szemenyei 1893, Laczó 1906, Siklóssy 1910, Lányi 1937), partly original guidebooks written on other capital cities (Bács 1976, 1979, Bereznay 199, 1982, Ember 1980, 1981, 1982, Lindner 1974, 1983, Pálfy 1980, 1988, Soproni, Faith 1975, Szathmári 1973, Verzár 1983, Závodszky, Lindholn 1983) published by Panoráma.

The analysis was carried out manually. Various examples were found to answer the specific questions in translating guidebooks on Rome from English into Hungarian, on the level of lexis and pragmatics as well as on the level of content.

5. Questions and hypotheses

Based on the general research question, after studying the research material, two hypotheses at the level of lexis, three questions at the level of pragmatics and one question at the level of content have been formed:

1) **Foreign** (here Italian) **words** appear in a greater number in translated Hungarian guidebooks than in original English guidebooks and in a smaller number than in original Hungarian guidebooks.

2) In the translated guidebooks there are **toponyms** that might appear odd to Hungarian readers as they mirror the influence of the original English text.

3) What linguistic devices are used to express interpersonal relations in the original English and Hungarian guidebooks?

4) What differences can be observed in terms of linguistic devices between the original English and Hungarian guidebooks?

5) Do translators consider these differences, i.e. is the translation a simple language transfer only or does it tend to feature the linguistic devices expressing interpersonal relations of the traditional genre of the target language?

6) In terms of content, what changes take place in the translated guidebooks compared to the source language texts?

6. Results

1) The analysis of **Italian lexis** occurring in original English and translated Hungarian texts revealed that regarding the Italian words' presence the guidebooks translated from English into Hungarian can be placed between the guidebooks written originally in English and those written originally in Hungarian, as the translated guidebooks feature more Italian words than the original Hungarian guidebooks that traditionally dispense with foreign elements, whereas they feature less Italian words than the original English books that tend to use foreign elements frequently.

2) Varieties of **Roman toponyms** show little difference between the original Hungarian and translated Hungarian guidebooks. However the small number of outlandish forms all turned out to be due to the influence of the original English texts.

3) The analysis revealed that **interpersonal relations** are expressed both in English and in Hungarian guidebooks towards the reader ('ad lectorem') as well as regarding the author ('ab auctore') in an implicit and an explicit way too.

4) Differences can be observed between the original English and original Hungarian guidebooks within the explicit 'ad lectorem' category: instead of the use of second person expressed by *you* and *your* in English guidebooks, Hungarian guidebooks tend to use either the first person plural or some third person periphrastic form. Consequently, instead of imperatives Hungarian guidebooks feature coniunctivi.

5) Translators only partially consider Hungarian genre tradition: both forms characterising original English guidebooks and those characterising original Hungarian guidebooks occur in translated Hungarian guidebooks.

6) Translators tend to make the 'practical' information representing the lower levels of needs in Maslow's pyramid different from what in the original guidebooks can be found by using analogy in the change of content.

Seldom only do translators consider the different points of view of the source- and target culture while translating contrastive descriptions of customs and lifestyles, i.e. culture with small c of the destination.

While translating Culture with capital C, translators mention far fewer Hungarian-specific references than might be expected by the target audience and than the original Hungarian guidebooks do. Among Hungarian-specific references implicit ones are less mentioned than explicit ones.

7. The significance of the research

What is gained by the research is mainly the enlargement of the horizon of Translation Studies, as the dissertation gives a comprehensive view of problems appearing in translating this genre dealt with only superficially so far.

The findings of the research can also be used in translation training and, in the long run, they can contribute to the melioration of the quality of translated guidebooks.

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Translation strategies have their own characteristics, through which one can gain an appropriate understanding of them. Generally speaking, a translator uses a strategy when s/he encounters a problem while translating a text; this means, when a translator translates a text literally, translation strategies may not be needed. Translation by a more neutral/ less expressive word This is another strategy in the semantic field of structure. Translation by cultural substitution This strategy involves replacing a culture-specific item or expression with a target language item considering its impact on the target reader. This strategy makes the translated text more natural, more understandable and more familiar to the target reader. what are the strategies in translating figurat ive expressions. The data of the paper were taken. from the short stories: `Bertemu di Tampak Siring`, `Bunga Emas`, and `Pelukis` and their. In translating met aphor, the translator can transfer the meaning with the possible strategy. that can be appl ied and adjusted to the cultural background of the T L. The main problem that is. faced by him/her lies on the word meaning. (4) Translation is a specific form of trans-systemic communication; so-called indeterminacy is overcome by individual and collective human consciousness; the translator thus plays an active role in the communication process. Articles for translators and translation agencies: Translation Theory: Translation procedures, strategies and methods. Translating culture-specific concepts (CSCs) in general and allusions in particular seem to be one of the most challenging tasks to be performed by a translator; in other words, allusions are potential problems of the translation process due to the fact that allusions have particular connotations and implications in the source language (SL) and the foreign culture (FC) but not necessarily in the. Exploring Translation Strategies in Video Game Localisation. 389. process and it goes beyond the simple language transfer from one language into another. 4. Translation strategies reviewed. Translation is a context-sensitive process and, as any human activity, it is also highly conditioned by the particular decisions and the choice of the trans-lator who has to convey the meaning from the source culture to the target audience. Strategies Employed in Translation of Tourist Guidebooks Culture-specific Items from Persian. into English. Masoome Rezaei Department of English Language, East Azarbaijan Science and Research Branch, Islamic Azad University, Tabriz, Iran. The present descriptive study tries to trace CSIs in translation of two tourism guidebooks and analyze the strategies the translator has employed for translating them into English and did not intend to judge the correctness of translations or appropriateness of the application of translatorsâ€Ÿ ideological presuppositions.