

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Review of Related Theories**

This study used several related theories in which the main theory used to analyze the data is the theory of translation procedures by Vinay and Darbelnet. In addition, this chapter also includes several theories which act as complement and supporting theories. A complementary theory used in this study is borrowing classifications by Haugen (1950), as cited in Treffers-Daller (2010), which is important to forward deeper analysis and give further explanation in data discussion. Supporting theories used are Newmark's (1987) theory about cultural words and theories related to translation studies.

##### **2.1.1 Translation**

According to Munday (2008), the term translation has several meanings, which can refer to the general subject field, the product of translation, or the process of translation. As a general subject field, English can become a teaching material. The product of translation itself covers translated texts or speeches (p. 5). As for the process of translation, Munday considers it as where two different written language involves a translator to convert the original written text which use the source language (SL) into a written text with different language or target language (TL) (p. 5).

Other definitions of translation offered by Catford (1965, as cited in Said, 2006). He stated that translation is the replacement of textual material in one language by equivalent textual material in another language. It implies that the result of translation is based on equivalency in textual matter by the judgment of the translator. In addition, the activity of translating itself consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style (Nida and Taber, 1982, as cited in Ran, 2009).

More experts agree about the idea of giving proper equivalency to the translation attempt such as Newmark (1981, as cited in Azizinezhad, 2006), stated that translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. The statement from Newmark enforced McGuire's (1980, as cited in Ordudari, 2008) who stated that translation involves the rendering of a source language (SL) text into the target language (TL). To ensure that (1) the surface meaning of the two will be approximately similar and (2) the structure of the SL will be preserved as closely as possible, but not so closely, that the TL structure will be seriously distorted. Later on, Wilss and Noss, (1982, as cited in Said, 2006) claimed that translation is a transfer process, which aims at the transformation of a written SL text into an optimally equivalent TL text, and which requires the syntactic, the systematic and the pragmatic understanding, and analytical processing of the SL.

In conclusion, translation can be seen as subject, process, and product where two different languages involved. The intention is clear, to convert source language (SL) into target language (TL) and convey the message safely by considering proper equivalence.

### **2.1.2 Sport term**

Sport is considered as an activity which is done with fair competition on athletic matter. As stated in Encarta Dictionary (2009), the definition of sport is an individual or group competitive activity, which involves physical exertion or skill. The activity itself is governed by rules, and sometimes engaged in professionally. Since it is done professionally, the athlete or person who does the sport professionally can make some money by becoming a professional player, coach, or officials. Many branches of sports provide professional path and one of the examples is soccer.

On the other hand, the definition of term according to Encarta Dictionary (2009) is a word or combination of words, especially one used to mean something very specific or one used in a specialized area of knowledge of work. In the matter of sport, there are terms which varies depend on the branches of sport. Those terms are important to make the people who play sports to act quickly and accordingly. It is also important to make sure that the players, spectators, and officials to follow the regulations without fail.

Therefore, from the above explanations, this study concludes that sport term is either word or words combination, which used specifically in sport area. The usage of this term is none other for talking about sport.

### **2.1.3 Soccer terms in News**

Football is a sport term, which has two different meaning according to its geographical use. In the United States, football would be a game played by 2 teams with 11 people on each team using oval shaped ball where the score points gained by carrying the oval ball across the opponent goal line or kicking it through the opponent goal posts (Encarta, 2009). In the United Kingdom, the same word 'football' conveyed another meaning, similar game yet so different. It is games where two teams consist of eleven people on each team oppose each other while also trying their best to keep the round ball possession. The score points would be gained if a player makes the round ball got in opponent's net goals or across the goal line (Encarta, 2009). However, the players will only need their head, shoulder, chest, back, and feet to keep or steal the ball possession from the opponent. Using hands will be considered as foul thus the player who committed it will gain certain penalty, which often creates disadvantages toward its team. To avoid confusion with football from US, UK people prefer to use another term.

The sport term used by UK people to point out different version of football from US is soccer. According to history, soccer has been always a popular sport as stated in FIFA.com:

Modern football was born in 1863 when the English Football Association was founded yet the roots of the game stretch back centuries. Indeed there is evidence they were kicking a rudimentary ball around more than 2,000 years ago in China. Other countries have their own claims to have played the first football – ancient Greece and Rome included – but it was in England where the village contests of medieval times evolved into popular ball games in the public schools of the 19<sup>th</sup> century. By 1863, the first basic rules were established. Tripping opponent was forbidden and handling the ball would soon follow out. The new sport did not look back (n.d.).

Because of its popularity as mentioned in Chapter 1, soccer news has its own place in CNN.com, a highly successful leader in the news and information world. According to building4media<sup>tm</sup> (2011), CNN is the first 24-hour, all-news channel, which offers programming in more than 212 countries and territories worldwide. In addition, CNN is seen in over 100 million U.S. households (p. 1).

It is also mentioned in Chapter 1 that soccer is popular in Indonesia. Thus, Kompas.com a well known online media in Indonesia which claimed to have 120 million page views per month (Kompas.com, 2012) put soccer section on its home interface. Visitors can easily access soccer news by clicking Bola section on the upper side of the home page. The soccer news mostly uses materials taken from sources in English.

As the soccer news content is about soccer, there are specific terms, which specifically used to refer something about soccer, within. However, because not all of Indonesian people understand English, an action must be done to make soccer terms in English understood by Indonesian people.

#### 2.1.4 Translating Soccer Terms

Since news about soccer is mostly taken from English, translating soccer terms into an intended language is essential. Soccer terms are specifically used in the matter concerning soccer. Soccer fans use soccer terms to refer to an event or action in soccer match, soccer coach use it to communicate with soccer player, and officials like FIFA use soccer terms to refer to rules of soccer.

Furthermore, soccer term can be considered as cultural words as stated by Newmark (1988) that most 'cultural' words are easy to detect, since they are associated with a particular language and cannot be literally translated (p. 95). Soccer terms are mostly in English because its first league is formed in England as mentioned in chapter 1. As the result, soccer terms could not easily translated because the culture between the countries where the first soccer league formed, England, is different from Indonesian. In further discussion about cultural words, Newmark (1988) categorize cultural words into several categories as such:

(1) *Ecology*

Geographical features which usually value-free, politically and commercially. Nevertheless, their diffusion depends on the importance of their country of origin as well as their degree of specificity (p. 96). The examples are *tabuleiros* (low plateau in Brazil), paddy field, *luwak* (mongoose-like animal from Indonesia).

(2) *Material culture* (artefacts)

Each culture has its own distinctive features that differ one to another. All culture can have the same thought about food, clothes, houses and towns, and transport, but the idea on each culture would be different.

(a) Food: 'zabaglione' (Italian), 'sake' (Japan), *pecel* (Indonesia).

(b) Clothes: *kanga* (Africa), *sarong* (South Seas), *dhoti* (India), *kebaya* (Indonesia).

(c) Houses and towns: *kampong*, *bourg*, 'low-rise', 'tower', 'hotel', *joglo*.

(d) Transport: 'rickshaw', 'Moulton', *cabriolett* 'tilbury', *caliche*, *becak*.

(3) *Social culture* - work and leisure

Work and leisure activities are a part of social life and sometimes one culture has a completely different type compared to other cultures. On the other words, work or leisure activity related words did not exist in other culture until it is introduced. For example pastry shop, café, *sithar*, *raga*, 'reggae', 'rock', keroncong.

(4) *Organisations, customs, activities, procedures, concepts*

## (a) Political and administrative

The political and social life of a country is reflected in its institutional terms where most of it is transparent (p. 99). The examples are president, prime minister, king, majelis permusyawaratan rakyat.

## (b) Religious

Religion has teachings and ideas which similar to each other yet different. The place where prayers can be done also vary. The examples are *dharma*, *karma*? 'temple'.

(c) Artistic

The translation of artistic terms referring to movements, processes and organizations generally depends on the putative knowledge of the readership. Where opaque names are transferred and transparent names are most likely transferred as well as translated (p. 102). The examples are, *pas de deux* (ballet terms that remain French), *art nouveau* (a style of art) in English and French which becomes *jugendstil* in German and *stile liberty* in Italian.

(5) *Gestures and habits*

Gestures and habits of people even though the same between one culture to another, the expression and meaning can be different. for example is spitting can be a rude gesture to one culture yet considered as a blessing in another culture.

These categories govern cultural words in narrower sense in which also shows a relation between soccer terms and cultural word, as Newmark (1988) mentioned:

The obvious cultural words that denote leisure activities in Europe are the national games with their lexical sets: cricket, bull-fighting, *boule*, *petanque*, hockey. To these must be added the largely English non-team games: tennis, snooker, squash, badminton, fives, and a large number of card-games, the gambling games and their lexical sets being French in casinos (p. 99).

Even though soccer is not listed, as a game with its first league formed in England, soccer game contributed lexical set to non English language. Therefore, translating soccer terms will need certain procedures to convey the equivalent message.



### 2.1.5 Translation Procedures

In translation, there are procedures and strategies used for translating. This study focused in translation procedure in translating cultural words as Newmark (1988) stated that, while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language (p. 81). The soccer terms analyzed in this study is only a little part of the whole text thus translation procedure is more appropriate.

There are several experts that provide theory of translation procedures, here are three among those experts. The first is Newmark (1988), who mentioned about translation procedures as follow: transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, componential analysis, synonymy, through-translation, shifts or transpositions, modulation, recognized translation, compensation, paraphrase, couplets, and notes (p. 103).

The second is translating procedures as depicted by Nida (1964, as cited in Ordudari, 2010):

#### *I. Technical procedures:*

- A. analyzing the source and target languages;
- B. doing a thorough study of the source language text before making any attempts of translating it;
- C. making the judgments of the semantic and syntactic approximations. (pp. 241-45)

*Organizational procedures:*

Doing a constant reevaluation of the attempt made. It is important to contrasting the translated text with existing available translations of the same text done by other translators. Next step is checking the text's communicative effectiveness by asking the target language readers to evaluate the accuracy rate and the effectiveness by studying readers' reactions (pp. 246-47).

The third is Vinay and Darbelnet model of translation procedure as cited in Munday (2008), govern direct translation and oblique translation (p. 56). In fact, direct translation covers three:

1. Borrowing: the SL word is transferred directly to the TL. This grouping covers words such as the English striker and transfer that are used in Indonesian and other languages to fill a semantic gap in the TL. Sometimes borrowings are employed to add local colour (p. 56).
2. Calque: a special kind of borrowing where the SL expression or structure is transferred in a literal translation. Vinay and Darbelnet note that both borrowings and calques often become fully integrated into the TL, although sometimes with some semantic change, which can turn them into false friends (p. 56). The example is create space, which becomes 'membuka ruang'. It is when a player making a move to attract enemy's defender within

the defense line thus creates bigger space and let attacker move freely.

3. Literal Translation: a 'word for word' translation, which Vinay and Darbelnet describe as being most common between languages of the same family and culture. Their example is field, which becomes 'lapangan'. (p. 57).

In some cases where literal translation is not possible, Vinay and Darbelnet as cited in Munday (2008) say that oblique translation must be used, which covers four procedures:

1. Transposition: a change of one part of speech for another without changing the sense. There are two types of transposition: obligatory and optional (p. 57). The example is 'red card', which becomes '*kartu merah*'.

Newmark (1988) mentioned that there are examples that contain several transpositions in Vinay and Darbelnet's version:

- 1) SL verb, TL noun (*essaie*, 'attempt')
- 2) SL conjunction, TL indefinite adjective (*des que*, 'any')
- 3) SL clause, TL noun group (*dis qu'on essaie*, 'any attempt')
- 4) SL verb group, TL verb (*est aux prises*, 'involves')
- 5) SL noun group, TL noun (*des contradictions*, 'inconsistencies')
- 6) SL complex sentence, TL simple sentence (etc!) (p. 86)

Then he added that it is not possible to strictly standardize transpositions in the way that Vinay and Darbelnet do (p. 86). Based on the examples mentioned by

Newmark above, it can be concluded that this procedure of translation only applicable in conjunction, clause, or complex sentence in SL to translate it into simpler form without changing its meaning.

2. Modulation: this procedure changes the semantics and point of view of the SL (p. 57). Modulation has two types, obligatory and optional. The example is the ticket for this match is not expensive which becomes 'tiket untuk pertandingan ini murah'.
3. Equivalence: refer to cases where language describes the same situation by different stylistic or structural means in which useful in translating idioms and proverbs (p. 58). The example is onomatopoeia of animal sounds such as cock-a-doodle-do in S1 while in TL it is 'kukuruyuk'.
4. Adaptation: involves in changing the cultural reference in time where a situation in the source culture does not exist in the target culture (p. 58). The example is rugby, which does not exist in Indonesia, can be translated into 'sepakbola Amerika'.

However, this study only chose one translation procedure theory from the three experts above. It is translation procedures provided by the Vinay and Darbelnet. The reason is because Vinay and Darbelnet comparative stylistic analysis is in accordance to this study, which is comparing texts in both languages, noting differences between the languages (Munday, 2008, p. 55). Moreover, this study also added borrowing classifications by Haugen (1950), as cited in Treffers-Daller (2010) as an aid to analyze the data, especially the translation procedure of borrowing. The classifications are as follows:

- Loanwords: which is a type of borrowing where morphemic importation done without doing any substitution (Haugen, 1950, as cited in Treffers-Daller, 2010). This The example is striker which transferred directly from SL to striker in TL
- Loan Blends: which is a type of borrowing where morphemic importation done as well as substitution. The category of loan blends includes hybrids or mixed compounds thus often not recognized as borrowing anymore (Haugen, 1950, as cited in Treffers-Daller, 2010). The example is from match official SL, which become 'official pertandingan' in TL.
- Loanshifts: which is a type of borrowing where morphemic substitution done without importation. It is only a meaning, simple or composite, is imported, but the forms representing this meaning are native (Haugen, 1950, as cited in Treffers-Daller, 2010). The example is standings from SL, which become 'klasemen' in TL instead of borrowing standings from SL, the meaning imported and represented by native word 'klasemen'.

## 2.2 Review of the Related Studies

There are similar theses, which discuss about translation procedures and terms such as this study yet they are different as elaborated below in alphabetical order.

Arifin (2009) entitled 'An Analysis of Accounting Terms Translation in Textbook *Management Accounting* by Don R. Hansen and Maryane M. Mowen into *Akuntansi Manajemen* by Dewi Fitriyani dan Deny Arnos Kwary'. He aimed at identifying, analyzing, and describing the accuracy of accounting terms translation in textbook of "Management Accounting" and its Bahasa Indonesia version entitled "Akuntansi Manajemen". He found out that from 58 data, the accuracy of the accounting terms was 91,38% of the data meet the requirement of being said as accurate and the rest of 8,62% of the data considered to be inaccurate because they failed to meet the requirements.

Listiani's unpublished thesis (2010) entitled 'An Analysis of Translation Procedures of The Terms Used in English Version of "Facebook" Social Networking Website into its Bahasa Indonesia Version' is about the translation of the terms used in English version of Facebook website compared to Bahasa Indonesia version of Facebook, by using Vinay and Darbelnet's translation procedure theory and the result is that there are three types of translation procedures applied.

Sari's study (2009) entitled 'An Analysis of Translation procedures of Translating Computer Term in Andrew S. Tanenbaum's 3<sup>rd</sup> *Computer Networks* into Bahasa Indonesia' analyzed the translation of computer terms by using Vinay and Darbelnet's model of translation procedures. The result is that the most dominant procedure found from data, is borrowing with 39 cases (46 %). In addition, she also found that not all procedures exist on the data analysis. The non-existent procedure are equivalence, modulation and adaptation.

From those three related studies, this study has several similarities and differences as well. Similar to above-mentioned thesis, this study also uses Vinay and Darbelnet's translation procedures as well as borrowing classifications by Haugen. Another similarity was that the data taken from online sources. The last similarity was that these studies focused on specific term translation.

The difference of those three theses above compared to this study is about the object of study. While other research focused on computer terms, Facebook terms, and economic terms, this study focused on soccer terms. Another difference was about the source of data which were written and electronic data. The most significant thing about this study compared to previous studies was that this study was intended to help readers more aware about Vinay and Darbelnet's translation procedures in translating soccer terms.