

CHAPTER I

INTRODUCTION

L1. Background of Study

When people are forced with a foreign language barrier, the usual way out is to find someone to interpret or to translate for them. The term 'translation' is the neutral term used for all tasks in which the meaning of expressions in one language (the source language) is turned into the meaning of another (the target language). In this case the medium is spoken, written, or sign.

In specific professional context, however, there is slightly distinction between interpreters and translators. Interpreters are people who work with the spoken or signed language, whereas translators are those who work with the written language.

Translation is very important as it is needed in the process of information exchange. The information can be about culture, science, technology, etc. Therefore, without translation, people do not understand such information, moreover if they are lack of mastery of foreign language.

In trading among countries (export-import), translation is also very important. In this case, the products which are traded contain such information about the product. The information called instruction is in form of leaflet or directly written on the package. The instruction explains composition, directions, or indications. Usually, these instructions are translated into the

other languages in order to expand the market and the range of the product. Consumer's good can be sold in the other countries if they can be persuasively described in the language of the purchasers. This kind of phenomenon also happens in Indonesia. An example of instruction and its translation is clearly represented below:

BALSEM CAP LANG

No. Reg. D.781286

Balsem Jerman Cap Lang dibuat dari bahan-bahan yang bermutu tinggi dan melalui proses pembuatan yang diawasi secara cermat dan teliti oleh apoteker. Penggunaan dan khasiatnya pun telah lama dikenal oleh masyarakat. Balsem ini sangat baik untuk dibawa bepergian maupun untuk persediaan di rumah. Baik pula digunakan untuk anak-anak.

Translated into English:

EAGLE BRAND BALM

Reg. No. D.781286

Eagle Brand Balm is prepared from high quality ingredient and well supervised by a qualified pharmacist during the manufacturing process. Its usage and effectiveness is already well known for a long time.

The aim of translation of any kind of texts is to facilitate the communication between two languages. Based on Bright's International Encyclopaedia of Linguistic (volume 4), the translation can be seen as the transfer of a message not merely from one language to another, but also from a

given source to a given sets of receptors, each with a given background and culture (1992:179). So, the requirements of translators are: a mastery of at least two languages, wide knowledge and the techniques of message transfer and language switching (1992:177).

Translation is not only a science, but also a skill and an art. The statement above means that translators need not only to know their source language well, but also have a thorough understanding of the field of knowledge covered by the source text. He also needs to understand any social, cultural, or emotional connotation that need to be specified in the target language.

The same special awareness needs to be present for the target language, so that points of special phrasing, contemporary fashion or taboos in expression or regional expectation and so on, can all be taken into account (Crystal;1989:344). By translating text, it shows the sign of an attitude to accept the information.

Another aim of translation is to provide semantic equivalence between source and target language. This is what makes translation different from other kinds of linguistic activity, such as adapting, writing, etc. However there are many problems hidden within this apparently simple statement. They have relation with what standards of equivalence should be expected and accepted. David Crystal (1989:344) states that the success of a translation depends on the purpose for which it is made; which in turn reflects the needs of the people for whom it was made.

However, a translator must pay attention to the quality of translation in order that the translation can be comprehended by the readers. Thus, in this study, the quality of instructions can also influence the market of the product. The buyers (who are lack of mastery of one of the language used in instructions) will only rely on the translation of its product. If the translation is easy to understand, the buyers will trust the product. Consequently they will buy it again because they prove themselves that the quality of the product is the same as what is written in the instruction.

Therefore, a translation which does not effectively communicate the message of the source text is of limited value. In any sentence, there may be need for improvement in accuracy, clarity, or naturalness. Sometimes in restructuring, the translator works hard in getting across the meaning and adds information which is not really in source text. This information needs to be deleted. Sometimes mistakes are made in the analysis of the source text.

To know the quality in translation, we, as a reader of published work, need to evaluate the translation. This statement is stated by Peter Newmark (1988:184). In accordance with this, he also states that translation criticism is an essential link between translation theory and its practice. It is also an enjoyable and instructive exercise, particularly if we are criticising someone else's translation, even better, two or more translations of the same text.

When we begin to criticize a translation, soon we become aware that a text may be differently translated, depending on the preferred method of the translator. For example:

SAMBAL BANGKOK

Teman santap istimewa untuk menikmati ayam goreng atau rebus seafood.

Translated into English:

SWEET AND SOUR CHILLI SAUCE

An exotic accompaniment to enjoy fried or steamed chicken, seafood, etc.

The point here is not how good this is as translation or why it is not more closely translated, but why the translator translates ‘Sambal Bangkok’ into ‘Sweet and Sour Chilli Sauce’ or whether the translation fulfils its intention or not. Other questions can be whether the readerships comprehend the translation or whether grammar, semantic, title, etc., are already well orderly or not. Therefore, based on this phenomenon, I would like to make criticism of some instructions of food and medicine products. I use food and medicine product because they are familiar to our daily life. It is also essential for everyone to comprehend what is written in the instructions. So by evaluating and criticising these instructions, quality in those translations will be noticed. Therefore, the translation criticism of some instructions of food and medicine products will be discussed in detail.

1.2. Statement of Problem

The problem which is discussed in this study is formulated as follows:

Can Newmark's Analytical Approach to Translation Criticism be applied in criticising some instructions of food and medicine products ?

1.3. Objective of Study

The objective of this study is to discover how Newmark's analytical Approach to Translation Criticism is applied in criticising some instructions of food and medicine products .

1.4. Significance of Study

This study is expected to give some contributions to the study about translation criticism, especially in the translation of some instructions of food and medicine products. Furthermore, the result of this study is expected to improve our competence as translator, expand knowledge as well as mastery of our own and foreign language.

1.5. Scope and Limitation

This thesis will analyze the texts according to the Newmark's analytical approach to translation criticism. The analysis includes respectively: 'SL text analysis', 'TL Text Analysis', 'comparison of TL with SL text', and 'quality of translation'.

The texts analyzed should have characteristics as follows:

- 1. The texts consist of instructions of food and medicine product.**
- 2. The text contains both English and Indonesian version. Since the products are produced by the Indonesian companies, therefore I assume that The SL is Indonesian while The TL is English.**

3. Both of the texts must convey similar ideas.
4. The instructions usually contain 'indications', 'composition or ingredients', and 'directions'. However, not all instructions contains such parts. So, for the purpose of the research, the text should contain at least one of those parts.

I.6. Theoretical Framework

There are two theories used in this thesis. First is translation criticism, the application of translation course in criticising someone else's translation. The second is theory of translation. According to Nida and Taber (1974:81), Translation is a process of transferring the meaning of textual material from a source language to target language. Translation consists in reproducing in receptor language, the closest natural equivalent of the source language message, first in the term of meaning and second in the terms of style. (Widyamarta; 1989:11)

I.6.1. Translation Criticism

In relation with translation, Peter Newmark (1988:134) states that the better the translator knows the content, the easier for him to translate. The better the translator understands the referential meaning, the more easily he can transfer it to language and the target number of linguistics variation he can use.

In order to know the quality of translation, we need to make an evaluation of it. In this case, techniques of translation criticism play an important role. One of the translation criticism techniques is proposed by Peter Newmark. Newmark

states that Translation criticism is an essential link between translation theory and its practice. It is also an enjoyable and instructive exercise, particularly, if we are criticising someone else's translation, even better, two or more translation in the same text (1988:88).

As an academic discipline, translation criticism ought to be the keystone of any course in comparative literature, or literature in translation. It also ought to be a component of any professional translation course with the appropriate text type (e.g., legal, engineering, etc.) as an exercise for criticism and discussion. (Newmark, 1988:185)

Newmark (1988:185) states that a translation may be evaluated by various authorities : (a) the reviser employed by the firm or the translation company; (b) the head of the section or of the company; (c) the client; (d) the professional critic of a translation or the teacher marking one; and (e) finally by the readership of the published work.

According to Newmark (1988:189), there are two approaches used in criticising a translation. They are functional and analytical. The functional is general approach. It attempts to assess whether the translator has achieved what he attempted to do and where he fell short. This response is in terms of ideas. Details tend to get missed out. To some extent this is a subjective approach.

The analytical approach is detailed. It rests on the assumption that a text can be assessed in sections. That is why a bad translation is easier to recognise than a good one, so a mistake is easier to identify than a correct or a proper

answer. In the analytical approach, Newmark (1988:189-190) uses assumption that all translations are partly science, partly craft, partly art, partly a matter of taste.

Firstly, translation is a science. "Science" here is a matter of wrong rather than right. There are two types of scientific mistakes, referential and linguistic. Referential mistakes are about facts, the real world, propositions not words. Statement like 'water is air', 'water is black', 'water breaths', are referential mistakes (although as metaphors they may be true). Usually, referential mistakes exist in 'fiction', e.g. literature. Linguistic mistakes show the translator's ignorance of the foreign language. They may be grammatical or lexical, including words, collocations or idioms.

Secondly, translation is a craft or skill. The skill element is the ability to follow or to deviate from the appropriate natural usage: pragmatic and persuasive in vocative text, neat in informative text, hugging the style of the original in expressive and authoritative text.

Thirdly, translation as an art, is a positive factor. It is the 'contextual - recreation'. For the purpose of interpretation, the translator has to go beyond the next to the sub-text; i.e., what the writer means rather what he says. For the purpose of explanation, he produces an economical exposition of a stretch of language.

The fourth area of translation, that of taste, has to be accepted as a subjective factor. This area stretches from preferences between lexical

synonyms to sentences or paragraphs. It is under and over translation in different places. Inevitably, the critic has to allow for his own taste for or bias towards either 'literal' or 'free' translation. The taste area renders the concept of an ideal, perfect or correct translation. The consequence is that a sensitive evaluation of a translation is usually cautious and dogmatic.

After comprehending the two approaches of translation criticism proposed by Newmark, I choose 'analytical approach' in this study. I apply the analytical approach technique in criticising some instructions of food and medicine products in order to get the result more detailed.

1.6.2. Translation Theory

Translation theory's main concern is to determine appropriate translation methods for the widest possible range of text categories. Further, it provides a framework of principles, restricted rules and hints for translating texts and criticising translation.(Newmark:1981:19). Therefore in this thesis, I discuss about translation theory which becomes a framework of translation criticism.

Referring to what Newmark states (1974:11), there are several important things dealing with the analysis of a text. They are:

1. Reading the text

We begin the job by reading the original text for two purposes; first, to understand what it is about; second, to analyse it from a translator's point of view, which is not the same as a linguist's or a literary critic's. We have to

determine its intention and the way it is written for the purpose of selecting a suitable translation method and identifying particular problem.

2. The intention of a text

In reading, we search for the intention of the text. We can not isolate this from understanding it. They go together and the title may be remote from the content as well as the intention. Two texts may describe a battle or a riot or a debate, stating the same fact and figures, but the type of language and even the grammatical structures in each case may be different. The intention of the text represent the SL writer's attitude to the subject matter.

3. The Intention of The Translator

Usually, the translator's intention is identical with that of the author of the SL text. But he may be translating an advertisement, a notice, or a set of instructions to show his client how such matters are formulated and written in the source language rather than how to adapt them in order to persuade or instruct a new TL readership. And again, he may be translating a manual of instructions for a less educated readership, so that the explanation in his translation may be much larger than the 'reproduction'.

4. The Readership

On the basis of the variety of language used in original, we attempt to characterize the readership of the original and then of the translation, and to decide how much attention we have to pay to the TL readers. We may try to asses the level of education, the class, age and sex of the readership. All of

these will be useful in deciding degree of formality, generality and emotional tone.

5. The quality of writing and the authority of the text

The quality of the writing has to be judged in relation to the author's intention and requirements of the subject matter. If the text is well written, i.e., manner is as important as the matter, the right words are in the right places, with a minimum of redundancy. Again, if the text is well written, the syntax will reflect the writer's personality;- complex syntax will reflect subtlety-plain syntax, simplicity. A badly written will be cluttered with stereotyped phrases, recently fashionable general words and probably poorly structured.

In principle, a translation analysis of the SL text based on its comprehension, is the first stage of translation and the basis of the useful discipline of translation criticism. To summarise, we have to study the text not for it self but as something that may have to reconstituted for a different readership in a different culture.

I.7. Methodology

The method used in this study is qualitative descriptive analysis since it describes analysis of translation criticisms of some instructions of food and medicine products.

I.7.1. Definition of Key Terms

- **TRANSLATION** : The way to transfer textual material from the source language to the target language.
- **TRANSLATION CRITICISM** : The application of translation course in criticising someone else's translation.
- **QUALITY IN TRANSLATION** : one of the steps in criticising translation which discusses judgement of the translation by the standard whether the translation fulfils its intention or not. In an informative text, it conveys fact acceptably; in a vocative text, its success is comprehensible of readership; in an expressive text, form is almost important as content.(Newmark, 1974:67)
- **INSTRUCTIONS** : Kind of text (vocative text) which explain about the product of the factories or institutions. The instructions usually contain directions (how to use), indications, ingredients, etc.
- **VOCATIVE TEXT** : Type of text which gives the sense of calling upon the readership to act (Buhler, 1934). Examples of vocative text are notices, instructions, publicity, propaganda, persuasive writing, etc.
- **SEMANTIC TRANSLATION** is translation method which is required to show the 'thought-process' of the utterance. It attempts to reproduce the precise contextual meaning of the original.(Newmark;1981:55)

- **COMMUNICATIVE TRANSLATION** is translation method which may be preferable to make the utterance on first reading more comprehensible and attractive. (Newmark;1981:55)

L7.2. Sampling

This analysis uses purposive sampling which determines samples that have certain characteristic in accordance with the objective of the study. So, the instructions which are chosen must have several requirements as stated in scope and limitation.

L7.3 Technique of data collection

In collecting the data, I collected some instructions of food and medicine products in Indonesian which have their translation in English. It is because not all Indonesian instructions of food and medicine products have their translation in English and also not all translation versions have the same part or section to be translated. Therefore, the instructions should contain at least 'indication' part. After doing this research, I selected twelve instructions and their translation in this analysis.

In short, the techniques in collecting data are as follows:

- Collecting some instructions of food and medicine products in Indonesian version which have their translation in English.
- Observing the instructions whether they convey the same basic ideas and contain at least 'indications' part or not.

- **Selecting the instructions which fulfil the characteristic, then become the data of the analysis.**

I.7.4. Technique of Data Analysis

After collecting data, I began the analysis by using qualitative-descriptive analysis. In this way, the analysis of the data will be described in detail without using percentage.

In doing this analysis, I applied Peter Newmark's analytical approach (1988:186) in criticising the translation. Firstly, I made an analysis about the text, including a statement of the author's purpose, that is the attitude the author takes toward the topic, characterisation of the readership and the language used.

Secondly, I analyzed the TL Text, that is an attempt to see the text from the point of view of the translator, such as deciding that the translator has misinterpreted the SL text by omitting certain section of the text.

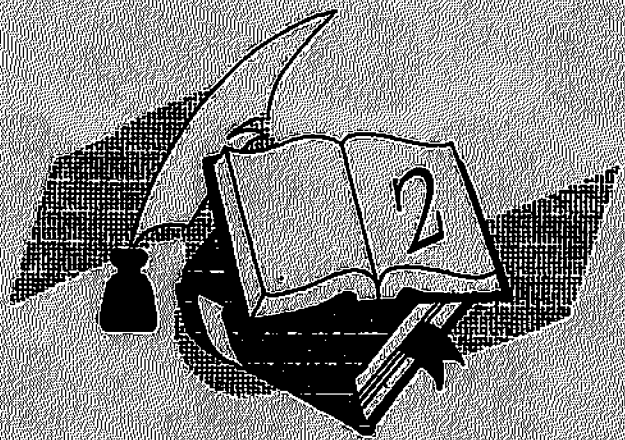
Thirdly, I compared the translation with the original one in order to consider how the translator has solved the particular problem of the text. Then, I grouped them selectively under general heading, such as title, semantic and grammars.

Finally, I evaluated the translation by the translator's standard and my own standard. The translator's standard is whether the translation fulfils its intention or not. By my own standard here is the quality and extent of semantic

deficit in the translation, and whether it is inevitably or due to the translator's deficiency.

In short, the techniques of analysing the data are as follows:

1. Analysing the text in terms of the SL text (analysing the SL text).
2. Analysing the text in terms of the translator's purpose (analysing the TL text).
3. Comparing the TL with the SL text.
4. Evaluating the quality of translation.



CHAPTER III

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY