

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

Text Categories Based on Language Functions

Many theorists have categorized text according to subject matter (literature, institutions, technology, etc.), but it is perhaps more profitable to begin with Bühler's statement of the functions of language which has been used by some translation theorists. According to Bühler (Newmark; 1981:12), there are three main functions of language. Those are expressive, informative and vocative (appeal).

a. The Expressive Function

The core of expressive function is the mind of speaker, writer, originator of utterance. For the purpose of translation, characteristic of 'expressive' text types are:

1. Serious imaginative literature. Of the four principal types: lyrical poetry, short story, novel and plays, lyrical poetry is the most intimate expression, while plays are more evidently addressed to a large audience, which in the translation, is entitled to some assistance with cultural expression.
2. Authoritative statement. These are texts of any nature which derive their authority from the high status or the reliability and linguistic competence of their authors. Such texts have the personal stamps of their authors, although they are denotative, not connotative. Typical authoritative statements are political speeches,

documents, etc., by ministers or party leaders; statutes and legal documents; scientific, philosophical and 'academic works' written by acknowledged authorities.

3. Autobiography, essays, personal correspondence. These are expressive when they are personal effusion and the readers are a remote background.

b. The Informative Function

The core of the informative function of language is external situation, the fact of a topic, reality outside language, including reported ideas or theories. For the purpose of a translation, typical 'informative' texts are concerned with any topic of knowledge. But texts about literary subjects, as they often express value judgement, are apt to lean towards 'expressiveness'. The format of informative text is often standard : a text book, a technical report, an attitude in a newspaper or a periodical, a scientific paper, a thesis, agenda of a meeting etc.

One normally assumes a modern, non regional, non class, non idiolectal style, with perhaps 4 points on a scale of language varieties :

1. A formal , non-emotive, technical style for academic papers, characterised in English by passives, present and perfect tense, literal language, latinesed vocabulary, jargon, multi non compounds with empty verbs, no metaphors.

2. A neutral on informal style with defined technical term for textbooks characterised by first person plurals, present tense, dynamic active verbs and basic conceptual metaphors.
3. An informal, warm style for popular science or art book (e.g. coffee - table book), characterised by simple grammatical structures a wide range of vocabulary to accommodate definition and numerous illustration, stock metaphors and a simple vocabulary.
4. A familiar, non - technical style for popular journalism, characterised by surprising metaphors, unconventional punctuation and adjective before proper names.

However, there are two important things that we can note. First , informative texts constitute the vast majority of the staff translator's work in international organisation, multi national, private companies and translation agencies. Secondly, a high proportion of such texts are poorly written and sometimes inaccurate. It is usually the translator's job to correct their facts and style

c. The Vocative Function.

The core of the vocative function is the readership or the addressee. The term vocative gives the sense of 'calling upon' the readership to act, think or feel, in fact to react. This function of language has been given many other names including 'conative (denoting effort)', 'instrumental', 'operative' and

'pragmatic (in the sense of being used to produce a certain effect on the readership)'. Note that nowadays vocative texts are more often addressed to a readership than a reader. The example of vocative texts are notices, instructions, publicity, propaganda, persuasive writing and possible popular fiction, whose purpose is to sell the book or entertain the reader.

The first factor of all vocative texts is the relationship between the writer and the readership. This is realised in various types of socially or personally determined grammatical relations or forms of address, and other variant form ; infinitives, imperatives, subjunctives, indicatives, impersonal passives ; first and family names, titles tag, such as 'please', all play their part in determining asymmetrical or symmetrical relationships, relationships of power, command, request or persuasion.

The second factor in all vocatives texts is that these texts must be written in a language that is immediately comprehensible to the readership. Thus for translation, the linguistic and cultural level of the SL text has to be reviewed before it gives a pragmatic impact .

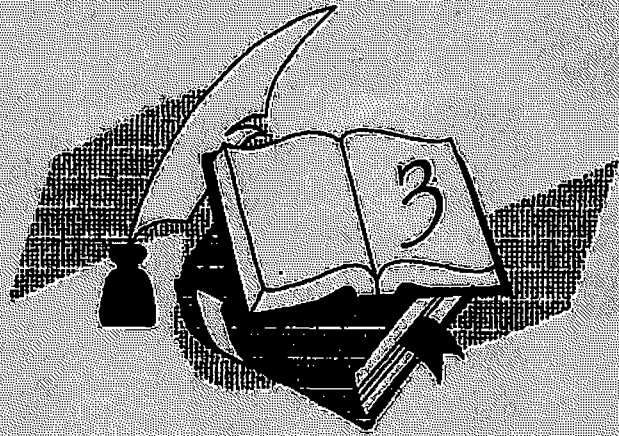
Few texts are purely expressive, informative or vocative. Most of them include all three functions, with an emphasis on one of the three. However, strictly, the expressive function has no play in vocative or informative texts. It is there only unconsciously, as 'under live'. Most informative text will either have a vocative thread or the vocative function. An expressive text usually

carries information. The degree of its vocative component will vary and is a matter of argument among critics and translators.

Basically the schema of language functions, text categories and text types are shown by this figure below.

Categories	Core	Author's status	Type
Expressive	Writer	Sacred	Serious imaginative literature, Authoritative statement Autobiography, Personal correspondence
Informative	Truth	Anonymous	<u>Topic:</u> Scientific, technological, commercial, industrial, economic and other areas. <u>Format:</u> Textbook, Report, Paper, Article, Memorandum.
Vocative	Readership	Anonymous	Notices, Instructions, Propaganda, Publicity, Popular fiction

Based on all the explanation above, it is clear that the instructions of food and medicine products I investigate are vocative text. It has several characteristics that refers to vocative text. However, the most significant characteristic is that the instructions contain persuasion, request and command effect. The Persuasion effect can be determined by 'Indication' part, whereas request and command are mostly determined by 'Directions' part.



CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA