

CHAPTER II

LITERATURE REVIEW

This chapter is about the topic - related matters. Suggested by the title, this study dealt with three areas of studies. Firstly, it deals with the studies on translation as it investigates problems in process of translating news. Secondly, it is related to the shifting on news which is corpus of the research and thirdly, it focus on news text in BBC NEWS the English version and also the translated version that are appear in the BBC NEWS.

2.1 Definition of Translation

Since translation is part of applied linguistics, many theorists define it through some background of theory and different approach. Each theory is not exactly the same to the other, it is based on their own perception of translation itself. Translation is not only about replace the text into another language, but also it is the process of transfer the message. According to Newmark in *Approaches Translation* (1981: p.7) said 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 other language. Another definition According to Catford (2000: 5) defines translation as “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. Newmark (1988: 5) defines, “translation is rendering the meaning of a text into another language in the way that the author intended the text. According to (Nida and Taber, 1982: 208), “translating consists in reproducing in the receptor language

the closest natural equivalent of the source language message, first in term of meaning and secondly in term of style''. Meanwhile, according to Catford (1965: p.20) state that translation is the replacement of textual material in one language by equivalent textual material in another language.

Thus, grounded on theorist definitions above, it can conclude that (1) translation is the process of transferring meaning form SL into TL by changing the form and structure; (2) To defend the content of message of SL text to TL text; (3) Translation must be as natural as possible that the reader unaware that they are reading translation; (4) Translation is an effort to reproducing / rendering text a (message / meaning/ style) in source language with the equivalent in target language.

2.2 Process of Translation

The basic concept of translation is to transfer the meaning from one language to another. It can be seen in the process of translation is step that is used in getting the best result of translation. According to Larson says (1984:17), that process of translation consist of three steps, namely: (1) studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text; (2) analyzing the source language text to determine the meaning; and (3) reconstructing the same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and it is cultural context. He addition also, when translating a text, the aim of the translator is an idiomatic translation making each effort to communicate their meaning of the source

language (SL) text into the natural forms of the receptor language. Larson presents the diagram of the process as follow:

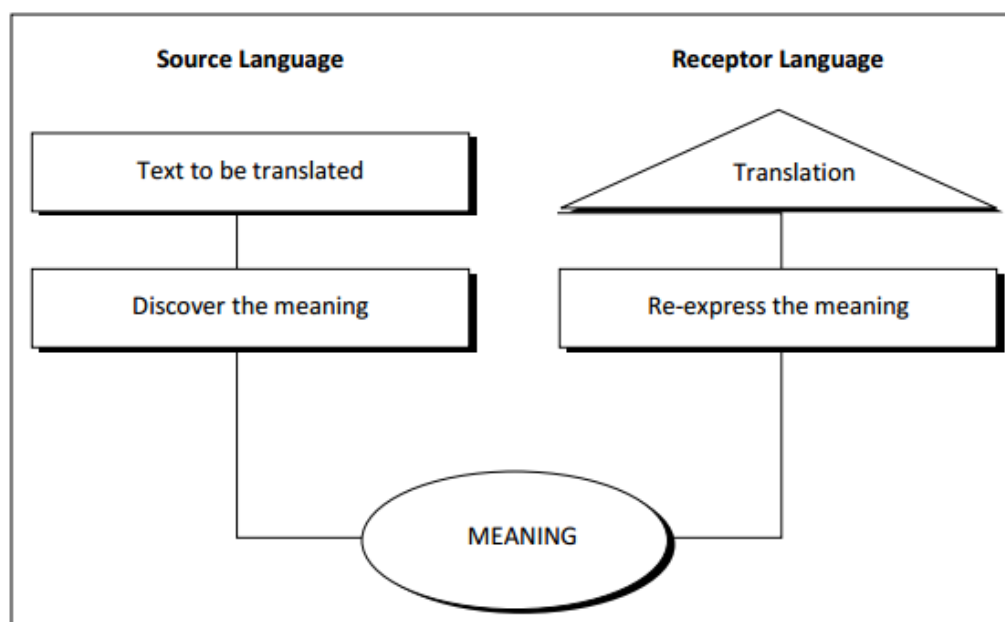


Figure 1

Diagram of translation by Larson

The different forms between square and triangle show the form of the text to be translated and the translation results. They describe that in translation text, the forms of the source language may be changed into appropriate forms of the receptor language in order to achieve the idiomatic translation. It means process of translation begins with the discovering of meaning of each term in source language and then it continues to the reconstruction meaning in target language. As stated before that meaning is the core problem which is going to be transferred from source language to target language as we can see in the diagram above. A detail understanding of meaning semantically and culturally will much help the translator in re- expressing the accurate translation result.

There is another opinion about the concept, Nida and Taber (in Munday, 2001: 40) there are three stages in the process of translating a text from a language to another. The process of translation and its illustration as follows:

- 1) Analysis, in this step, a translator explores meaning a message as given in Source Language and the grammatical relationship word or compound word.
- 2) Transfer, the second process of translating is transferring. Transfer is in which the analyzed material is transferred in the mind of the translator from SL to TL. If it is needed, a translator can start to write it. At this stage, a translator tries to get the details of the message.
- 3) Restructuring, the final process of translating is restructuring. Restructuring is in which the transferred material is restructured, to make the final message in SL is fully acceptable in the receptor language (TL). In this last stage, the grammatical structure and semantics of SL is changed to TL, to make the translation result is fully acceptable in the TL. Nida and Taber presents the diagram of the process as follow:

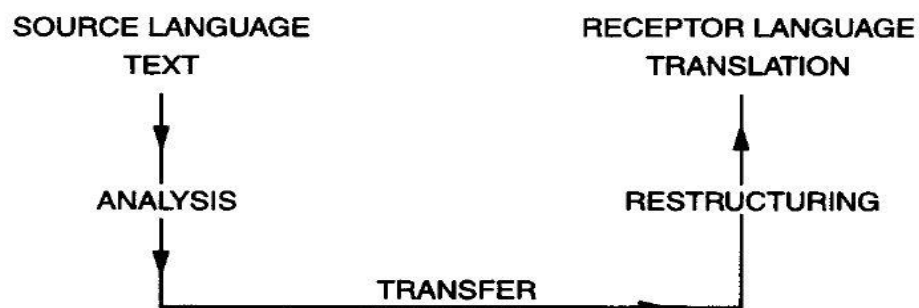


Figure 2

Diagram of translation by Nida and Taber

From Nida theories, we can see that the source language is analyzing the grammatical relationship and the meaning of words and it is combination. Then it transferred the meaning from SL into TL. The reconstruction phase is the phase where the translator rewrites or re-expresses the materials in such a way that the translation product is readable and acceptable in terms of rules and styles in the TL.

By knowing the processes according to some experts above, both of those theories have the aim to produce the good translation and the step which is same in translate. The Larson's steps are begun with discovering the meaning, meaning and re-expressing the meaning which is same with the step of analysis transfer, and restructuring by Nida.

2.3 Translation Strategies

Nowadays, in a world characterized by global communication, translation plays key role in exchanging information between languages. To move along the natural and professional continuum of conveying the meaning from one particular language into another, a translator needs to learn some skills, which are referred to as translation strategies. The term of strategy is often said similar to the term technique. In some ways it can be called similar because some experts use these terms with the same purpose. For example, Mona Baker (1992) says that she proposes some strategies to translate idiomatic expressions, whereas Andrejs Veisberg proposes some technique to translate idiomatic expressions. Both expressions aim at the same point.

Translation strategies is a conscious plan in choosing a SL to translate and method in solving the problem faced in the process of translating the SL based on a set of (linguistic and translation) competencies by some heuristic and flexible stages which favor the acquisition, storage and utilization of the message or meaning of the SL to be translated into an equivalent TL (Venuti, 1998:240). Venuti also indicates that translation strategies involve the basic tasks of choosing foreign text to be translated and developing a method to translate it. He employs the concepts of domesticating and foreignizing to refer to translation strategies. A model of the strategy which can be applied in the process of the translation of the meaning from a SL into a TL is the one containing three stages elaborated by (Seguinot, 1989) They are: 1. Translating without interruption, 2. Correcting the surface error of the translation, and 3. leaving the monitor for qualitative stylistic error to improve the translation. Another theory from jaaskelainen (2005) argues that translation strategies are a set of (loosely formulated) rules or principles which a translator uses to reach the goals determined by the translating situation in the most effective way. He divides strategies into two major categories; some strategies relate to what happens to texts, while other strategies relate to what happens in the process.

Furthermore Larson explain that to find a good lexical equivalent translator should understand the form and function relationship. Based on Larson theory that there are four cases in translation strategies; firstly, things or cases one language and culture probably have similar form and function in other languages.

Secondly, the form may be alike, yet the function can be different. Thirdly, the same form is not available in the target language. Fourth, that form and function in both cultures are totally different. That word or phrase refers to something which is absolutely unavailable in the other culture, and there is no alternative concept that has the same function in this culture. In the case, descriptive phrase is used for that form and function.

Based on many experts in translation, there are many translation strategies to translate a text. Every translator uses different strategies to translate a text since different people may understand a word in different ways. Mona Baker states that there are eight types of translation strategy for professional translation.

1) Translation by a more general word

This is one of the most common strategies to deal with many types of nonequivalence. Translation by a more general word helps translators to find a target general word (super-ordinate) that covers the meaning of the source specific word (Hyponym). This is a common strategy used by the translator to find the equivalent of a variety words that do not

For example:

SL: My mother frightened about flooding at home constandly.

TL: Ibuku selalu takut akan banjir di rumah.

This is a common strategy used by the translator to find the equivalent of variety words that do not have direct equivalent.

2) Translation by a more neutral/ less expressive word.

This another strategy in semantic field of structure. This strategy is used when there is no equivalent word with the same expressive meaning as the word in the source language.

For example:

SL: Steven is still looking deadly bored and sleepy

TL: Steven masih kelihatan sangat bosan dan ngantuk

*Deadly translated *sangat*

3) 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 translated text more natural, more clearly and more familiar to the target reader

For example:

SL: Next week will be Halloween party

TL: Minggu depan akan di adakan pestatopeng

4) Translation using a loan word or loan word plus explanation

This strategy is usually used in dealing with culture-specific items, modern concepts, and buzz words. Using the loan word with an explanation is very useful when a word is repeated a several times in the text. This strategy is very commonly used because especially if associated with culture-specific item. For example:

SL: This true of Bali where the unique ornamentation of the gringsing cloths of Tenganan village are said to be designs painted in the sky, creation of BataraIndra.

TL: Begitupun di Bali ragam yang unik pada kain gringsing dari desa Tenganan, adalah desain yang terlukis di langit yang di ciptakan oleh Batara Indra.

5) Translation by paraphrase using a related word

This strategy is used when the source item is lexicalized in the target language but in a different form, and when the frequency with which a certain form is used in the source text is obviously higher than it would be natural in the target language. For example:

SL: Obama is an Afro-American man

TL: Presiden Obama berdarah campuran Afrika-Amerika.

6) Translation by paraphrase using unrelated words

The paraphrase strategy can be used when the concept in the source item is not lexicalized in the target language. When the meaning of the source item is complex in the target language, the paraphrase strategy may be used instead of using related words; it may be based on modifying a super-ordinate or simply on making clear the meaning of the source item.

SL: They have a totally integrated operation from the preparation of the yarn through to the weaving it.

TL: Mereka mempunyai semua langkah-langkah produksi dalam pabrik ini dimulai dari menyediakan benang hingga menggulungnya.

7) Translation by omission

This may be a drastic kind of strategy, but in fact it may be even useful to omit translating a word or expression in some contexts. If the meaning conveyed by a particular item or expression is not necessary to mention in the understanding of the translation, translators use this strategy to avoid lengthy explanation. For example:

SL: Andrew made the excuse of feeling tires and went up to his room.

TL: Andrew beralasan bahwa dia capek, dan dia naik ke kamarnya.

8) Translation by Illustration

This strategy can be useful when the target equivalent item does not cover some aspects of the source item and the equivalent item refers to a physical entity which can be illustrated, particularly in order to avoid over-explanation and to be concise and to the point. For example:

SL: Beyond the veranda, speck insects suspended in a pod within which they jigged tirelessly.

TL: Diseberang beranda, serangga – serangga sangat kecil yang tergantung dalam sebuah kulit tempat mereka melompat –lompat tanpa lelah didalamnya.

2.4 The Equivalence of Translation

Equivalence is the important thing that must be achieved in translation process. Equivalence of translation according to Nida (2000:129) states that there are fundamentally two types of equivalence in translation namely formal equivalence and dynamic equivalence. Formal equivalence gives attention on the

message in the source language, in both form and content. In this kind of translation, the translator wants to reproduce as closely and meaningfully as possible the form and content of the source language.

Dynamic equivalence is where the relationship between receptor and message should be substantially the same as that which existed between the original receptor and the message. The goal of dynamic equivalence is seeking the closest natural equivalent to the source message. This receptor oriented approach considers adaptations of grammar, or lexicon, and of cultural reference to be essential in order to archive naturalness, but with dynamic relationship, namely the relationship between the receptor and the message which should be substantially the same as that existing between the original receptor and the message.

One way of defining a dynamic equivalence is to describe it as “the closest natural equivalent to the source-language message.” This type of definition contains three essential items: (1) equivalent, which points toward the source-language message, (2) natural, which points toward the receptor language, and (3) closest, which binds the two orientations together on the basis of the highest degree of approximation.

Bell (1991:6) states that texts in different languages can equivalent in different degrees (full or partly equivalent), in respect of different levels of presentation (equivalent in respect of context, of semantics, of grammar, of lexis, etc.) and different ranks (word –for-word, phrase-for phrase, sentence-for-sentence). Sometimes, the source language text has no meaning in the target

language text that the meaning in the target language can be full or partly equivalent, but the meaning in the target text can be said as equivalent to the meaning in source text when they have function in the same communicative situation and express the same purpose.

Furthermore, dynamic equivalence aims at complete naturalness of expressions, and tries to relate the receptor to modes of behavior relevant within the context of his own culture; it does not insist that he understand the cultural patterns of the source-language context in order to comprehend the message.

2.5 Translation Shift

Every translator has a duty to transfer all the messages from SL to TL. In doing this, a translator should determine the form and content of the SL text and then reconstruct the same content (meaning) using the forms that are appropriate in TL (Larson, 1984:3). According to Bell (1991:33), to shift from one language to another is, by definition, to alter the forms.

Another expert theory according phenomenon Al zaubi and AL Hasnnawi (2001:2) argues that shifting could use in the linguistic, aesthetic, intellectual values and cultural problem of the source text. Van Leuven-zwarts divides shift into two models comparative and descriptive model. This model involves a detailed comparison of SL and TL and a classification of all the microstructural shift (sentences, clauses and phrases) and this theory also use SFL to find the microstructural shift.

As stated by Catford in Venuti (2000: 141), shifts are departures from formal correspondence in the process of going the source language (SL) to the

target language (TL). Further, he states that basically in shift of translation, or transposition he says, it is only the form that is changed. He also classifies the shifts into major types, namely level shifts and category shift.

A. Level Shift

Level shifts mean that a SL item at one linguistic level has a TL translation equivalent at a different level. The level shifts occurs in the level of morpheme, and syntax such as the shifts from word to phrase, phrase to clause, phrase to sentence, clause to sentence, and sentence to discourse. The followings are the examples of level shifts:

SL	TL
Invisible	<i>tidak terlihat</i>
Refill	<i>Mengisi</i> kembali
Dishonest	<i>tidak</i> jujur

We can see that the bound morphemes in SL (in-, re and dis-) have different level of correspondence in TL. The translations (*tidak*, *kembali*, *tidak*) are not bound morpheme, but free morpheme (words). Such shifts are called level shifts in level the morpheme.

B. Category Shifts

Category Shift is the second shift according to Catford. Category Shifts deals with unbounded and rank bound translation. The term “rank bound” translation simply refers to particular cases where equivalence is intentionally limited to ranks below the sentences. Meanwhile, unbounded

translation means that the translation equivalences may take place in any appropriate rank whether it is a sentence, clause, phrase, word or morpheme.

Halliday (1985) in Machali (1998:13) identifies five unit representing rank in English, namely sentence, clause, group (or phrase), word, and morpheme.

1) Sentence

Sentence is a group of words conveying a question, a statement, etc.

E.g. 'Mary and Samantha took the Bus'

2) Clause

Clause is group of words having a subject and a verb.

E.g. 'I looked for Mary and Samantha at the bus station.'

3) Phrase

Phrase refers a group of words that express an idea and are a part of a sentence which do not have a finite verb. In some cases, phrase is a group of word a certain meaning if they are used together. Furthermore, there are five kinds of phrase namely noun phrase, adjective phrase, adverb phrase, verb phrase and prepositional phrase.

3.1) Noun Phrase

Noun phrase is a word group with a noun or pronoun as its head and the head can be accompanied by modifier, determiners (as, the, a), or complements.

E.g. 'A new brown wooden table'

Example above is an illustration of a noun phrase where a noun 'table' is modified by three adjectives 'new', 'brown', and 'wooden'.

3.2) Adjective phrase

Adjective phrase is the adjective in a group of words

E.g. 'the police arrested a man of sexual harassment'

3.3) Adverb phrase

Adverb phrase is the work of an adverb can be done by a group of words

E.g. 'Parker ran with great speed'

3.4) Verb phrase

Verb phrase is a combination of a verb and a particle (auxiliaries, complements or modifiers).

E.g. 'no one gets away with murderer'

3.5) Prepositional phrase

Prepositional phrase is a phrase will begin with a preposition and end with a noun, pronoun, gerund or clause and the object of the preposition.

E.g. 'from my grandmother'

4) Word

Word is a letter or a group of letters which have meaning.

E.g. 'brown'

5) Morpheme

Morpheme is a smallest unit of meaning which a word can be separated into the suffix indicates that the words is a noun in the English.

In category shift there are four types of shift. They are structure, class-shifts, unit-shifts, and intra-system-shifts.

A. Structure Shift

Structure Shift involve a grammatical change between the structure of the SL and TL.

Example: SL: *white house*

SL: *old man*

TL: 'Gedung Putih'

TL: Laki-laki tua

We can see here that, the position of white (putih) in English is placed at the back house (gedung). We can say that in this translation, there is structure- shift. This shift happens because of the difference of grammatical rules of both SL and TL. If in English grammar the adjective placed at the front of the noun, then in Bahasa Indonesia, the adjective is placed at the back of the noun.

B. Class Shift

Catford (1965: 78) states that class shift occurs when the translation equivalent of SL item is a member of a different class from the original item. Because of the logical dependence of class on structure, it is clear that structure shifts usually entails class shifts. Example:

SL: Medical student (adj + noun)

TL: Mahasiswa kedokteran (noun + noun)

SL: I get bored watching the movie.

V

TL: aku bosan menonton film itu.

Adj

We can see that there is a change of rank, word in source language is translated into phrase in target language.

C. Unit Shifts

Unit Shifts means a stretch of language activity which is the carrier of a term of a particular kind. It is departure from formal correspondence in which the translation equivalent of a unit at one rank in the Source Language is a unit at a different rank in the Target Language.

Example:	SL: Nerd	SL: Lord
	TL: <i>Kutu Buku</i>	TL: <i>Tuhan</i>
	SL: <i>Today</i> is beautiful day.	
	TL: <i>Hari ini</i> adalah hari yang indah.	

We can see that there is a change of rank, word in source language translated into phrase in target language.

D. Intra System Shifts

Intra- system shifts occurs when SL and TL process system approximately corresponds formally as to their constitution, but a translation involves selection of a non- corresponding term in the TL system; for instance, when the SL singular becomes a TL plural.

For example: In Indonesia, some nouns are considered as singular, while in English they are in plural form: For example:

Pakaian (sing) → Clothes (pl.)

Gunting (sing) → Scissors (pl.)

Pulpen (sing) → pens (pl.)

2.6 BBC News

BBC News is an operational business division of the British Broadcasting Corporation (BBC) responsible for the gathering and broadcasting of news and current affairs. The department is the world's largest broadcast news organization and generates about 120 hours of radio and television output each day, as well as online news coverage. BBC News Online is the BBC's news website. It one of the most popular news website in the UK, reaching over a quarter of the UK's internet users, and worldwide. The website contains international news coverage as well as entertainment, sport, science, and political news. The BBC News Online is also available to view 24 hours a day while video and radio clips are also available within online news articles.

2.7 Theoretical Framework

This study will use Catford (1965) theory to find out the types of translation shifts in BBC News article. This study paying attention to the strategies stated by Mona Baker (1992).

CHAPTER III

METHODOLOGY

3.1 Research Method

This study applies the descriptive qualitative approach in which the data was analyzed by explaining descriptively. Descriptive research is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation. I use the method to find out some theories and relevant information that support ideas. Meanwhile, qualitative method means that all data that are analyzed are in the form of sentences and words, not in the form of number (Wilkinson, 2000: 7).

3.2 Data and Data Sources

Data of this study are words and phrases that they are included in shifting between source language and target language on translating in the BBC News. The data sources are 10 news bilingual article in the BBC News period January – December 2016, can be found how theory of translations such as shifts in translation influence the transfer of meaning from English into Indonesia as the target language.

3.3 Data Collection Procedures

The data will be collected through some steps:

1. Selecting the original and the translated version of the news text period
January – December 2016.
2. Reading the original and the translated version of the news text period
January – December 2016
3. Identifying the words and phrases in indicating shifts ST and TT

3.4 Data Analyzing Procedures

The data will be analyzed through some steps:

- 1) Categorizing the identified data into types of shift by Catford

NO.	(ST)	(TT)	Types of shift				
	Source Text	Target Text	S	C	U	I	L

- 2) Comparing the identified data in ST and TT
- 3) Analyzing the shifts found in the identified data
- 4) Analyzing the identified data to find out the strategies occurred in the
shifting
- 5) Displaying conclusion based on the result