

Application of Lawrence Venuti's Theory on English Translation of *Peer-e-Kamil*

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Abstract

The research has analyzed English translation of the novel *Peer-e-Kamil* using Lawrence Venuti's theory of foreignization and domestication in translation studies. The research is based upon a mixed method approach using Creswell's model for explanatory research. The research's data was obtained from the novel *Peer-e-Kamil* and its English translation. Natalie Ramiere's (2006) foreignization and domestication model with a minor change has been used for this purpose. In this model, six translation procedures which are borrowing from source text, literal translation, gloss, omission, neutralization, cultural substitution and the new addition borrowing from global text are put on a scale. The study arose from the idea that a good translation has much to bring to translation theory in this multi-cultural world.

Keywords: domestication, foreignization, cultural specific items, colonialism, globalization

Introduction

The activity of translation has an age-old practice and has been widely adopted throughout the ages, but in this quickly moving globalized world, its role has become part and parcel of life. These days, information technology through which cultural interactions have been expanding, its pace is speedy and

worldwide, the phenomenon of translation has become compulsory. Google translation, machine translation tools, various applications facilitating translation has filled the Apple and Google Play store market to facilitate the process of translation. Leaping ahead the window applications, the entry of Android technology has made this process of translation handy and inevitable tool in this multi-cultural environment. All kinds of objectives, such as scientific, medical, technical, industrial, legal, social, educational, or literary, rely heavily on translation today, and as a result, people's demand in the field has risen dramatically. The basic premise is that "human contact equals translation, whether inside or between languages. A localization research is a language study." (Bassnett-McGuire, p. 23, 1980). Furthermore, linguists and translators work within two linguistic structures, each of which is specific to particular cultural structure. So, if we accept that "all communicators are translators" (Bell, 1991), the translator's position must be difference from the "natural communicator." The role of a translator acts as a mediator for bilingual representatives of two separate language communities that are talking monolingually.

Furthermore, cultural studies has taken a dominant place in translation studies. The major aim of cultural studies is to bring different cultures closer together to develop understandings of cultural items particular to specific cultures item in this global environment and translations serve this purpose very well. In fact, translators are cultural ambassadors of different cultures and translations are their cultural communications. As globalization has increased the importance of translation studies in cultural context in this multi-cultural environment, it has also developed some common global language environment where different lexical items, phrases and even sentences are becoming popular and understandable around the globe. New concepts of translation emerged with the hegemonic influence of English language and the concepts of domestication and foreignization took new interpretations.

Background

Observations

Translation was once thought of as a subset of Linguistics. The formal analysis of translation started in the 1950s and 1960s. It was built on linguistic concepts. The research concentrated on core topics such as meaning, equivalence, and change. Translation ideas used to be more concerned about meaning and expression (interpretation and paraphrase). Linguists' role in translation illustrated the role and significance of culture in 1990. The most well-known translation theorist who played their role in this process were Susan Bassenet, Nida, Catford, Andre Levefre, and the theory of Lawrence Venuti. According to Hatim, TS has grown tremendously over the last 20 years and is now consolidating. TS has increasingly developed into a distinct field that builds from a variety of other disciplines (Hatim 2001, p. 8).

The study of modern translation isn't concerned with "fidelity" (the degree to which a translation is faithful to its source text). Translation research's primary goal is therefore no longer the quest for only for a word that perfectly translates a sentence or paragraph from one language to another, but rather for differences in culture and humans who have significant different activities in distinct cultures. Standard definitions of binary oppositions have also come into question, and new approaches are employed that deal with phenomena that are neither purely binary nor traditional in nature. In other terms, there is consensus among scholars that the difficulty of the phenomenon of translation necessitates a rise in the acknowledgment of social and human action. The 1970s saw perspectives and methods originating from both in the fields of pragmatic text and pragmatics, coupled with the experiments in discourse interpretation being extended to translation and conversation. No text or user agent exists or runs unless it is intended for a specific reason. The translatability, the meaning, as well as the ability of the language to translate, has a significant influence as Vermeer (1989) puts it. To put it another way, the clarification calls for an interdisciplinary solution since it is a nexus with all the above systems, roles, goods, and agents (Shamma, 2009).

Susan Bassnett stresses the value of cultural understanding or the role of culture in the translation studies. In 1990, Andre Levefere and Susan Bassnett extended the theory of translation beyond linguistic research by contrasting SLT and TLT to explore how society affects translation. The book 'Translation, History, and Culture' examines the printing industry's impact on ideology. It explores translation in the light of colonialism and addresses feminist literature. She claims that since novels seem to have a simpler framework than poetry, they are thus easier to translate when addressing the subject 'Translating prose' in the book 'Translation Studies.'

Lawrence Venuti (1995) suggested that the range of translation studies could be broadened to account for the socio-cultural framework's value-driven existence. In Anglo-American community, he used the word invisibility to characterize the translator condition and activity. This invisibility, according to Venuti (Venuti, 1995), is caused by the way translators attempt to translate into English in order to create an idiomatic and understandable translated document. It is translucent due to the lack of any linguistic peculiarities.

Invisibility and two forms of translating strategies: domestication and foreignization, were discussed by Venuti. Domestication, he believed, was the dominant translation culture in Anglo-American countries. Foreignization, on the other hand, involves picking a global text and devising a translation in ways that are forbidden by the process that removes the target language's prevailing cultural principles. To register the linguistic and cultural distinction of the foreign text, Venuti finds the foreignizing approach to values to be an ethno deviant pressure on target language culture. According to Venuti (1998), it is highly desirable, to restrict the translation of ethnocentric aggression. The ST structure and grammar was closely followed by foreignization. According to Venuti (1998) the terms' meanings can shift with time and place. In order to foster a complex and heterogeneous discourse, he focused on foreignizing or, as he put it, 'minoritizing' translation. The object of the foreignizing translation approach is to render the translator's perseverance noticeable.

Methodology

Translation is an intercultural practice and requires a top to bottom intercultural quest that depends on an itemized examination of both the source culture and the target language culture. This study has made domestication and Foreignization its main concern. As Venuti would like to think, Foreignization can assist with lessening such viciousness by opposing against the SL culture' s qualities and standards and causing it to acknowledge unfamiliar culture and its phonetic standards (Venuti, 2008).

So as to lead this examination viably a strategic way to deal with this research has been embraced, which handles both quantitative and qualitative information .

The research is based upon mixed method approach. The data of the research was collected manually from the source novel entitled *Peer-e-Kamil* and its English translation. The main instrument of the research is the text of the novel *Peer-e-Kamil*. The categorization of data is based on the concepts of domestication and foreignization theories. Ramière's (2006) foreignization and domestication model with some modification has been used for this purpose. In this model, six translation procedures borrowing, literal translation, gloss, omission, neutralization and cultural substitution a scale are put on (Likert) ,which has foreignization and domestication as the two poles. In this scale (Likert) ,the first three mentioned translation procedures are considered as strongly foreignizing, less foreignizing and slightly foreignizing respectively. imilarlyS, the last three procedures are regarded as slightly domesticating, less domesticating and strongly domesticating respectively but the researcher has added one more procedure of borrowing from global text due to the effect of globalization and particularly the global nature of English language and its effect on this translation.

This research will deal with the impact of theory of Lawrence Venuti's theory about domestication and foreignization on the translation of the novel *Peer-e-Kamil* as an objective and which how far foreignization theory is applicable in the English translation of *Peer-e-Kamil*? Or in other words, Venuti's theory is higher in percentage from domesticated view of English translation of *Peer-e-Kamil*?

Data Analysis

The investigation of the story so as to discover domestication and foreignization in it is given as follows: The researcher has collected the foreignization elements in the text. These elements are the following.

Borrowing:

Borrowing is utilized to move a CSI from the Source Text to the Targeted Text by spelling out it. CSIs which have been acquired from the Urdu text are presented here .The complete table1 is in Appendix.

Table 1

Borrowing			
S.N	P.N	Target Text/English	ST/Urdu
1	37	Motia	موتیا
2	38	Pan	پان
3	38	Ghazals	غزلیں
4	124	Nikah	نکاح
5	411	Palak Ghosht	پالک گوشت

Seventy seven cultural items have been found as borrowing from the source text like Motia ,Pan ,Ghazals ,Nikah, Mohallah, Palak Ghosht,Rukhsati etc. The frequency of occurrence is 11% from the total other items.

Literal Translation

In this segment, those expressions are investigated which have been actually translated literally without any change of meaning while making an interpretation of this story into English. Thecomplete table2 is in Appendix.

Table 2

S.N	P.N	Target Text/English	Source Text/Urdu
1	33	Need stream of words	لفظوں کے دریا بہانا
2	59	Exalt to seventh heaven	ساتویں آسمان پر بٹھانا
3	81	A silver spoon in her mouth	منہ میں سونے کا چمچ لے کر پیدا ہونا
4	153	Heaven fall on	آسمان سر پر گرنا
5	217	Ground shifted under her feet	پیروں کے نیچے سے زمین نکل جانا

1.3% items have been used as literal translation procedure in the text like ‘need stream of words’, ‘colordrained’, ‘ground shifted under her feet’ etc.

Gloss

Gloss is the extra depiction of a lexical thing, which is included to clarify significance. A gloss can be inward or outer. Inward gloss is an internal part of the text while outside gloss is included in the commentary or at the end.

Table 3

S.N	P.N	Target Text/English Text	Source Text/Urdu Text
1	1	Peer e Kamil	پیر کامل
2	25	Heer	ہیر
3	25	Ranjha	رانجھا
4	36	Red light area	ریڈ لائٹ ایریا
5	37	Mujra	مجرا

Gloss words have been used 1.3% in the translation like, Mujra, Rabwa, Red light area, Heer, Ranjha, Peer e Kamil and Dr Sibta Ali etc.

Now the domestication elements have been found in the text of Peer-e-Kamil.

Omission

Some of the CSIs have been entirely omitted from the TT, which are as follows: The complete letab4 is at Appendix. The Omission elements are 1.3% of the text which are present below.

Table 4

S.N	P.N	Target Text/English Text	Source Text
1	23		خواہ مخواہ
2	245		صدقہ خیرات
3	524		دعائیں
4	524		وظیفے
5	524		منتیں

Neutralization

By substituting a non-cultural element from the TL have been neutralized for any of the SL's cultural items. The elements of neutralization make up 6% of the total.

Table 5

S.N	P.N	Target Text /English	Source Text/Urdu
1	14	To pay	خمیازہ بھگتنا
2	17	Look away	نظریں چرانا
3	54	Mistaking	انکھوں میں دھول جھونکھنا
4	71	Think objective	ٹھنڈے دل و دماغ سے
5	87	Shocked into silence	سانپ سونگھ جانا

Cultural Substitution

Few Urdu language CSIs have been replaced with English CSIs, a process known as cultural replacement. It is often considered cultural replacement where a non-CSI from the Urdu language is replaced with an English CSI. The given table contains 4% culturally substituted references as follows:

Table 6

S.N	P.N	Target Text /English	Source Text/Urdu
1	12	Talking riddles	پہلیاں بھجوانا
2	58	Nit picking	بال کی کھال اتارنا

3	58	Being bull headed	ڈھٹائی کا مظاہرہ کرنا
4	58	Monastic silence	چپ شاہ کا روزہ
5	59	Birds of a feather flock together	کندہم جنس باہم جنس پرواز

Borrowing from Global Text

The global status of English language has accumulated a large vocabulary of words from other languages and shared its particular vocabulary with other languages. The same thing happened with Urdu language. The influence of English language is immense due to the effect of cultural sharing and its status as a global language. These Words, phrases and sentences have been listed here.

Table 7

S. N	P. N	Global Text/English etc.	Source Text
1	10	Top of the list	ٹاپ آف دی لسٹ
2	18	“What is next to pain?”	“What is next to pain?”
3	18	“What is next to nothingness?”	“What is next to nothingness?”
4	21	You are most welcome.	یو آر موسٹ ویلکم
5	28	It is preceded by pleasure and followed by more ecstasy.	It is preceded by pleasure and followed by more ecstasy.

Discussion

Analysis of Findings

Total data of 669 words, phrases and sentences have been arranged in a statistical form for measuring the dominant trend of domestication or foreignization. The detail and calculations can be seen in the table.

Table 8

			Frequency	Frequency
Tendency	Foreignization	Borrowing	78	11.65 %
		Literal Translation	9	1.3 %
		Gloss	10	1.4 %
		Total	97	14.4 %
	Domestication	Omission	9	1.3 %
		Neutralization	43	6 %
		Cultural substitution	29	4%
		Borrowing Global Text	491	73 %
		Total	572	85 %

Here formulas of percentage have been used and the results have been drawn with the total. The translator has applied the borrowing technique 11 percent. The calque/literal translation technique was used 1.3 percent, and the gloss procedure was used 1.4 percent of the time. According to the table, foreignizing techniques have been used 14 percent of the time and domestication technique has been used 85 percent of the collected sample.

In terms of domestication techniques, the omission technique has been used 1.3 percent of the time. The translator has used neutralization technique 6 percent and the cultural substitution technique was used 4 percent of the time. Global text technique was used 73 percent of the time. The most frequently employed domestication procedures are 85 percent which is quite higher as compared to the foreignization procedures. The result shows that the translation is a domesticated translation. These mathematical relationships have been shown into different graphs for more clarity and visibility of the reader.

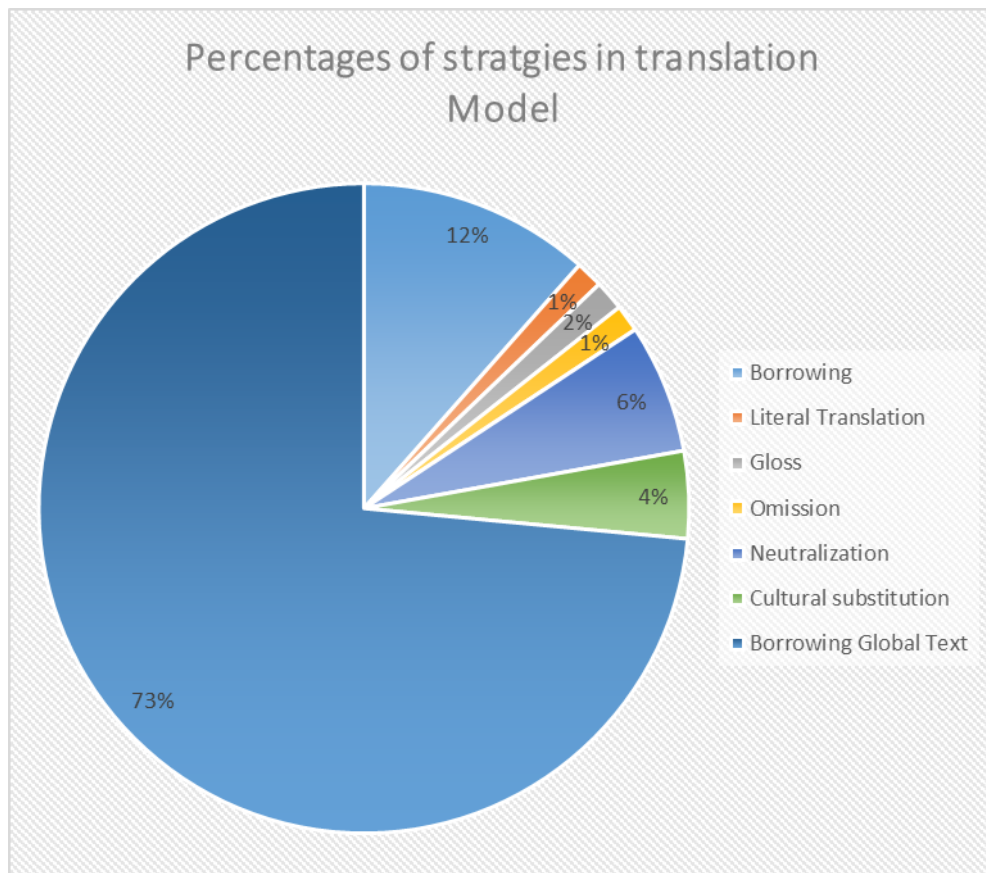


Figure 5. Here percentages of domestication and foreignization strategies are shown through a pie chart. It can be noticed that borrowing from global text is 73% of rest of the percentages which is quite higher. This thing reflect the influence of the English language on the Urdu language.

Recommendations

The following suggestions for future researchers are made in the light of this study:

- This thesis would help other researchers in the field because it utilised an approach that is primarily based on treating foreignization

and domestication as a spectrum in accordance with Venuti's theorem.

- Umaira Ahmad's other Urdu novel translations into English can also be looked into for the related research.
- This may entail gaining a better understanding of her overall preference for international or domestic research trends.
- This may entail gaining a better understanding of her overall preference for international or domestic research trends.
- Others researchers may apply these techniques on translations from Urdu-English or English-Urdu literature utilising Venuti's theory of foreignization and domestication.
- Researchers could conduct research on the the impact of foreignization and domestication as for as readers 'cognitive capacity are concerned by utilising a cognitive methodology .
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- Although this thesis focused specifically on the constraints of cultural consequences of foreignization and domestication, other researchers may focus on the linguistic aspects as well.
- Although this thesis focused specifically on the constraints of cultural communication through the application of foreignization and domestication strategies, other researchers may focus on the solution of this problem.
- Conducted to evaluate domestication A comparative research can be conducted and foreignization strategies.

Conclusion

The analysis of the novel shows that globalization has a deep impact on the translation of the novel as the table shows; its impact is 73% which is the highest among all the other strategies of domestication and foreignization. This shows that cultural translations have common sharing features through which translators make connections and find common ground. Global words and terms are sharing ground through which the flavors of other cultures transfer. Words like outcast, electric board, I hope, reflex action, hope,

injury, ignition, enjoy, blinds etc. are some of these which are commonly used throughout the original text. There is no need to change these globally terms which are common in specific in both the cultures. This aspect of shared cultures make domestication the prominent aspect of cultural translations.

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