

The comm on transla tion techni ques or metho ds

There are
a number
of
techniqu
es or
methods
that
translator
s use to
convert
the

source
text into
the target
language
. Some
are better
suited to
certain
types of
text than
others,
and some
may be
more
appropri
ate given
the
client's
needs or
the
translator
's
preferenc
es.

Direct translation techniques

When using a direct translation technique, the translator tries to produce a target text that closely resembles the source text in

terms of
meaning,
style,
and
structure.

This
approach
is often
used for
technical
or
scientific
texts
where
it's
important
to
retain the
original
meaning
as
closely
as
possible.

Some
methods
commonl
y used in
direct
translatio
n
include:

- **Borrowi
ng:** This
involves
taking a
word or
phrase
from the
source
language
and
using it
in the
target
language
text. This
is often
done

when
there is
no direct
equivale
nt in the
target
language
(at least
not yet),
or when
using the
source
language
term will
add
precision
or
clarity.
For
example,
culinary
terms
such as
“tapas”
are often

borrowed into English.

- **Calque or loan translation:** This is a type of loanword where the translator literally translates each element of the source text word or phrase and then combines the results to

form a
new
word
phrase in
the target
language
. For
example,
the
English
term
“Adam’s
apple” is
a calque
of the
French
“pomme
d’Adam.”
”

- **Literal translation:** This is a type of translation

n
suitable
for
language
pairs that
have a
high
degree of
similarit
y. The
translator
tries to
produce
a target
text that
closely
resemble
s the
source
text in
terms of
word
order,
sentence
structure,

meaning,
and
style,
with a
direct
equivalence
for
each
word or
phrase.
For
example,
the
Portuguese
phrase
“O gato
bebe
água”
(the cat
drinks
water)
would be
translated
literally

into
Spanish
as “El
gato
bebe
agua.”

Obliqu e transla tion techni ques

When
using an
oblique
translatio
n
techniqu
e, the
translator

takes a
more
creative
approach
,
producing a target
text that
conveys
the same
meaning
as the
source
text but
is not
necessarily
a
direct
equivalent. This
approach
is often
used for
literary
or

marketin
g texts
where
preservin
g the
original
style is
more
importan
t than
retaining
the exact
meaning.

Some
methods
commonl
y used in
oblique
translatio
n
include:

- **Transpo
sition:** T
his

involves
changing
the word
class of a
source
text
element.

For
example,
a verb in
the
source
text
might be
transpose
d into a
noun in
the target
text.

- **Modulation:** This method changes the point of view

in the target text. For example, if the source text describes how something “is difficult”, the translator might decide to render this as “it’s not easy” in the target text.

- **Reformulation**
or

equivalence: When idiomatic expressions, proverbs, or culturally specific references don't lend themselves to literal translation, the translator may use this method to replace

them
with an
expression
n that
conveys
a similar
meaning
in the
target
culture.

For
example,
the
English
expression
n “it’s
raining
cats and
dogs”
could
become
“il pleut
des
cordes”

in
French.

- **Adaptation or cultural substitution:** This is a type of reformulation where the translator replaces a cultural reference in the source text with one that is more familiar to the target

audience.

For

example,

if a text

mentions

a local

holiday

that is

not

celebrate

d in the

target

culture,

the

translator

might

substitut

e a more

widely-

recogniz

ed

holiday.

Transc reatio n

The
term
“[transcre
ation](#)”
describes
a
combinat
ion of
oblique
translatio
n
methods
plus
creative
writing
to
produce
a target
text that
is not
only

culturall
y
appropri
ate but
also
engaging
and
effective
in its
own
right.

This
approach
is often
used for
marketin
g or
advertisi
ng texts
where
the focus
is on
creating
an
emotiona

lly
resonant
message
that
speaks to
the target
audience
in their
own
language
.

While
transcrea
tion is
sometim
es seen
as a
separate
disciplin
e from
translatio
n, it
actually
aims to
preserve

the
message,
intent,
and style
of the
source
text
while
making it
fit for the
target
audience.

This
makes it
more of
a
specialty
within
the field
of
translato
n than a
separate
disciplin
e.

