

The following slides are from the general lecture and discussion at the mini word marathon event, held online by OGL (Oxford Global Languages) on 26 Auguts 2016.

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Strategies for Translating non-equivalence at word level

Introduction

- As translators, we are primarily concerned with **communicating the overall meaning** of a stretch of language. To achieve this, we need to start by **decoding the units and structures** which carry that meaning.
- The **smallest unit** which we would expect to possess individual meaning is the **word**.
- **Non-equivalence at word level** means that the target language has **no direct equivalent** for a word which occurs in the source text.

Main reference (with some modifications):

Baker, M. 2011. *In Other Words: A course book on translation*, 2nd ed. London: Routledge.

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(1) Translation by a more general word (superordinate/hyponym)

- Source Text (English): **Shampoo** the hair with WELLA-SHAMPOO
- Target Text (Spanish): **Lavar** el cabello ('**wash** the hair') ...

Oxforddictionaries.com: **shampoo** is a noun and a verb. As a verb, it means 'Wash or clean (something, especially the hair) with shampoo'

Contoh Tambahan:

- Indonesia: Pada tahun 622 Masehi, Nabi Muhammad **hijrah** ke Medina.
- Inggris: In 622 A.D. the prophet Muhammad **migrated** to Medina.

(Source: id.oxforddictionaries.com/terjemahkan/indonesia-inggris/hijrah)

KBBI4: **perpindahan** Nabi Muhammad saw. bersama sebagian pengikutnya dari Mekah ke Madinah untuk menyelamatkan diri dsb dari tekanan kaum kafir Quraisy, Mekah.

Oxforddictionaries.com: (Of a person) move to a new area or country in order to find work or better living conditions.

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

- Source Text (English): give us today our daily **bread** (the Bible)
- Target Text (Indonesian): Berikanlah kami pada hari ini **makanan** ...

Oxforddictionaries.com: **bread** = 'Food made of flour, water, and yeast mixed together and baked; The food that one needs in order to live'.

KBBI4: **roti** = makanan yang dibuat dari bahan pokok tepung terigu, banyak macamnya.

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(3) Translation by cultural substitution

This strategy involves replacing a culture-specific item or expression with a target language item or expression which does not have the same propositional meaning but is likely to have a similar impact on the target reader.

- Source Text (English): loan **shark**.

Oxforddictionaries.com: 'A moneylender who charges extremely high rates of interest, typically under illegal conditions.'

- Target Text (Indonesian): **lintah** darat.

KBBI4: 'orang yang meminjamkan uang dengan bunga yang sangat tinggi.'

Contoh tambahan: Inggris – Indonesia: **puppy love**

Tidak diterjemahkan 'cinta **anak anjing**', melainkan 'cinta **monyet**'

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(4) Translation using a loan word

Contoh terjemahan Inggris – Indonesia:

- radar (**radio detecting and ranging**) = radar

(5) Translation by paraphrase

Contoh terjemahan Indonesia – Inggris:

- posyandu = pos pelayanan terpadu = integrated service post (?)
= maternal and child health services

(6) Translation by neologism

Contoh terjemahan Inggris – Indonesia:

- home page = laman
- email = surel (surat elektronik), posel (pos elektronik)

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(7) Translation by omission

If the meaning conveyed by a particular item or expression is **not vital** enough to the development of the text to justify distracting the reader with **lengthy** explanations, translators can and often do simply omit translating the word or expression in question.

- Source Text (English): ... see in **real-life detail** the way their parents, and their parents before them lived and travelled.
- Target Text (French): ... voir comment leurs parents et grands-parents vivaient et voyageaient. ('see how their parents and grandparents used to live and travel.')

Contoh tambahan: Source Text (Indonesian): babad **tanah** Jawa

Target Text (English): the chronicle of Java

Source: id.oxforddictionaries.com/terjemahkan/indonesia-inggris/babad

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