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On the Other Side of Equivalence Paradigms in New Translation Studies: Equimediation Paradigm as a Case in Point

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Abstract

Presenting a stable definition of "equivalence" is an ordeal task in New Translation Studies (NTS). That is due to the fact that the previous definitions in this area corroborate as unworkable and inefficient. Equivalence in Translation Studies is a pivotal facet to which more attention needs to be paid. More specifically, to substantiate the nature of equivalence in translation, some paradigms have been commonly used for their functionalities. Paradigms such as Equivalence, Purpose, Description, and Localization are the core ones in the field of equivalence. However, their popularities never last long for verifying the identity of equivalence. The intended paradigms did not work on the whole aspects of equivalence. This study seeks to open up and propose a new paradigm in equivalence, known as Equimediation Paradigm. The intended paradigm consists of five exhaustive steps such as strong equivalents, weak equivalents, brittle equivalents, degree of frequency, and degree of intensity which are to show its workability in displaying the concealed rational behind the text. In this regard, Translator is treated as a mediator to connect the source language to the target one. This paradigm scrutinizes the void and X-areas in New Translation Studies to uphold the core and practical traits of equivalence in various fields such as literary, legal, medicine and engineering. And eventually, Equimediation paradigm seeks to peruse Source-Target Reconciliation and Deep-Surface Layer Amalgamation of language so that the translator can saturate the needs of the source-target reader as part of the team (Gouadec, 2007, p.15) in this paradigm.

Keywords: Equivalence, Equimediation paradigm, Source-Target Reconciliation, Deep-Surface Layer of language

1. INTRODUCTION

New Translation Studies concentrate more on cross-cultural or inter-cultural communications. Importantly, communication requires establishing one stable paradigm with the aim of transmitting the approximate function, form, and meaning of source language into target one. Establishing and functionalizing Equivalence Paradigm in translation is an ordeal task despite its feasibility and practicality. As Catford (1965) points out, "*the central problem of translation practice is that of finding target language equivalents. A central task of translation theory is that of defining the nature and condition of the translation equivalence* (p.21)." Generally speaking, replacing the textual material of the source language into the textual material of the target one requires familiarizing with source and target regulations. However, in recent decades; most of the translators or interpreters have merely distorted or neglected the validity of equivalence in their translations which has resulted in conveying convey the superficial essence of a text.

Prior to the act of translating, the translator should consider two facets of equivalence, namely: (1) Equivalence is definitional and (2) Equivalence is feasible. The former alludes to translator's options to opt for the near and proximate equivalents in order to ameliorate the process of translation. And the latter indicates the effects on intended readers. That is to say choosing suitable and appropriate equivalent causes the text to persuade the readers. Nevertheless, most of the translators cover the first trait [definitional] of equivalence due

to the fact that they are unable to schedule their time to opt for the right [exact] and convincing equivalents. In this case, mutually agreement amongst source language, translator-mediator, target language, and target readers will be violated and labeled the translation as an artificial or business rendering. Therefore, attempts should be made to connect the two aspects of equivalence simultaneously.

In this vein, translator should consider the utmost and vital laws and standards of source and target language thoroughly. Understanding the rule causes the translation to be more durable over time. These rules are pertained to similarities and dissimilarities among source and target languages making translation more complex in nature.

There exist some challenges on Equivalence Paradigm which put this in the lowest position among others such as purpose, descriptive, uncertainty, and culture. This present study seeks to investigate unworkabilities of equivalence paradigm in New Translation Studies and then proposes one new paradigm known as "Equimediation Paradigm" to show the unknown and ambiguous areas in translation. Equimediation paradigm scrutinizes the highest and lowest positions of the words and information in order to saturate the needs of the reader either deeply or superficially. In this process, Equimediation paradigm regards all possibilities in translation such as comprehensibility, translatability, and untranslatability. It is tried to depict the well-balanced scheme and explain the nature and subcategories of the intended paradigm in New Translation Studies.

2. EQUIVALENCE PARADIGM

Equivalence is a term in translation which broadly covers information outside the field of enquiry. To this effect, it is better to depict and explain the general definition of this intended term. House (1997) has pointed out that "*the notion of equivalence is the conceptual basis of translation and, to quote Catford (1965), 'the central problem of translation practice is that of finding the TL (Target Language) equivalents. A central task of translation theory is therefore that of defining the nature of conditions of translation equivalence' (p. 21)*" (p.25). As clearly inferred from the statement, one has to discover the suitable and appropriate elements in target language having the same potentials as transferability in source language elements. Hence, replacing textual material of source text target language textual material is of great importance in equivalence paradigm. Importantly, equivalents in translation cause the renderings more operationalized and testable. Operationalizing the translation needs to schedule equivalent via Machine Translation in that it scrutinizes the possible range of equivalents such as collocation and concordance in target language. In this connection, Jäger (1989) argues that

"*Auf dem Hintergrund der modernen übersetzungstheoretischen Konzeptionen, die daruaf abzilen, den Text in der Sprachmittlung ganzheitlich zu erfassen, entsteht zwangsläufig die Frage, ob die auf die Aufdeckung und Beschreibung von Äquivalenz betziehungen gerichtenen Untersuchungen überhaupt einen Sinn haben. Wir würden diese Frage ubedingt positiv beantworten und haben dabei einen besonders ansprochsvollen Bewährungsfall der übersetzungswissenschaft vor Augen, das automatische Übersetzen. (p.33).*"

"Gloss: *Against the background of modern conceptions of translation theory which attempt to understand globally the linguistic exchange, there arises inevitably the question about the general meaningfulness of research on the discovery and description of equivalence relations. Undoubtedly we would give an affirmative answer to this question and here we bear in mind a specially demanding test case for the science of translation: automatic [machine] translation.*"

As implied from the intended statement, one can conclude that the ultimate aim of equivalence paradigm is to deal with Machine Translation covering surface structure of source and target language text. However, the problem is that equivalence paradigm is not be able to saturate the needs of the reader via machine translation. According to Akbari (2014, p. 5-8) Machine Translation cannot cover the whole framework of equivalence such as (1) *Syntactic Problem*, (2) *Natural Language Intertranslatibility*, (3) *Idioms, Slangs, and Expressions*, (4) *Lexical Ambiguity*, (5) *Paralinguistic Problems*, and (6) *Stylistic Effects of Translation*. Therefore, equivalence paradigm in Machine Translation is just utilized for superficial rendering [gisting translation] of the text to get the overall understanding of source text into target language.

Necessarily, equivalents in Equivalence Paradigm are relational in translation in that no two equivalents

can shutter the same topics in target language. Every equivalent has its own potential in its own right to be used in target language with the purpose of transferring the meaning. However, the important fact is that language patterning and language sensitivity are of great important to shape the real nature of equivalents in translation (Akbari, 2014, p.1198). In this vein, Nida (1986) suggested that "*there are no two stones alike, no flowers the same, and no two people who are identical. Although the structure of DNA in the nucleus of their cells may be the same, such persons nevertheless differ as the result of certain developmental factors. No two sounds are ever exactly alike, and even the same person pronouncing the same words will never utter it in an absolutely identical manner. (p.60)*" More specifically, everything in this mundane world is in state of suspense, uncertainty, indecision, and insecurity. This is completely true of equivalence paradigm in Translation Studies. Nonetheless, the important issue here is what Nida says "*Although the structure of DNA in the nucleus of their cells may be the same, no two sounds are ever exactly alike*". Every word emanates from the same source of comprehension and utilization. In spite the fact that no two equivalents are the same, the translator can approximate to the deep layer of the words in order to decipher the point of similarities in this direction. Therefore, establishing the well-defined procedures in equivalence paradigm to find the same equivalents is an arduous task to do.

3. EQUIMEDIATION PARADIGM

In New Translation Studies (NTS), translator encounters two ways of thinking: (1) Source-Target Amalgamation and (2) Source-Target Dispersion. The former refers to the mixing and conglomerating source and target languages such as culture, thoughts, and translation strategies. And the latter alludes to discrepancies between source and target language contexts. The latter step is utilized from the inception of translation era. However, the former stage is the new scope in translation in that it makes use of the possibilities and opportunities in translation. Translation will be understood easily by means of its homogeneity. It is the time to pass the red lines in translation studies, it is the time to decipher the impossibilities and make them possible in translation. And finally, it is the time to be in between the big poles in translation: source and target languages contexts.

This study seeks to present one new paradigm of equivalence in translation called "**Equimediation Paradigm**". Equimediation is the blending term composed of equivalence and intermediation. As cleared, translation will be treated between the equivalence paradigms (e.g. purpose, description, localization paradigms) and intermediary step in translation. The final aim of translator is to conglomerate the deep-surface and source-target with one another to satisfy the needs of either source or target readers as well. In every field of study, there are some gray spots neglected by the researcher. These spots contain some pivotal and uncharted information which are able to direct the outcome of the research. In Translation Studies, these spots would be forgotten and they have yet to be used to clarify and divulge the extraordinary relations and factors. This study seeks to reveal one of the many shaded spots in translation with the aim of directing translator to opt for the best equivalents in target language context.

In order to clarify the main essence of Equimediation paradigm, some new terms are explained in the following sections.

3.1- Weak equivalents

It refers to any equivalents which are less frequently used and more likely to be forgotten. These kinds of equivalents are exposed to be cliché and temporarily utilized in either source or target languages such as cliché metaphors, slangs, expressions, allusions, simile, and temporal conversational slangs. For instance, *avoid like the plague*, *acid test, alive and kicking, and Achilles heel.*

3.2- Strong equivalents

These sorts of equivalents are not exposed to change, that is due to the fact that the backgrounds of the intended equivalents are richly valuable in nature. Cultural terms such as adages, proverbs, moral maxims, fixed expressions, frozen expressions, and collocations are categorized in this group. For examples, *no pain no gain, "Always do what is right", the mule has more horse sense than a horse, and you can push people just so far*.

3.4.3- Brittle equivalents

These types of equivalents are the most sensitive equivalents in target language. Sensitivity exists in cases which are completely pertained to the belief, creeds, and personality of people. This category should be taken

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cautiously in New Translation Studies. The important fact is that brittle equivalents sometimes incline to source and sometimes to target language contexts. This is possible when target and source readers are completely aware of their language patternings and try to find some ways to connect them together. Euphemism (sweet talking), dysphemism (speaking offensively), and orthophemism (straight talking), and derogatories are in this category. For instance, *loo, poo, Christ, Jesus, Lord, cur, and dopy*

To clarify the function of Equimediation paradigm in translation, it is better to reveal one important scheme so that translator is convinced to understand the fundamental facets of this paradigm.
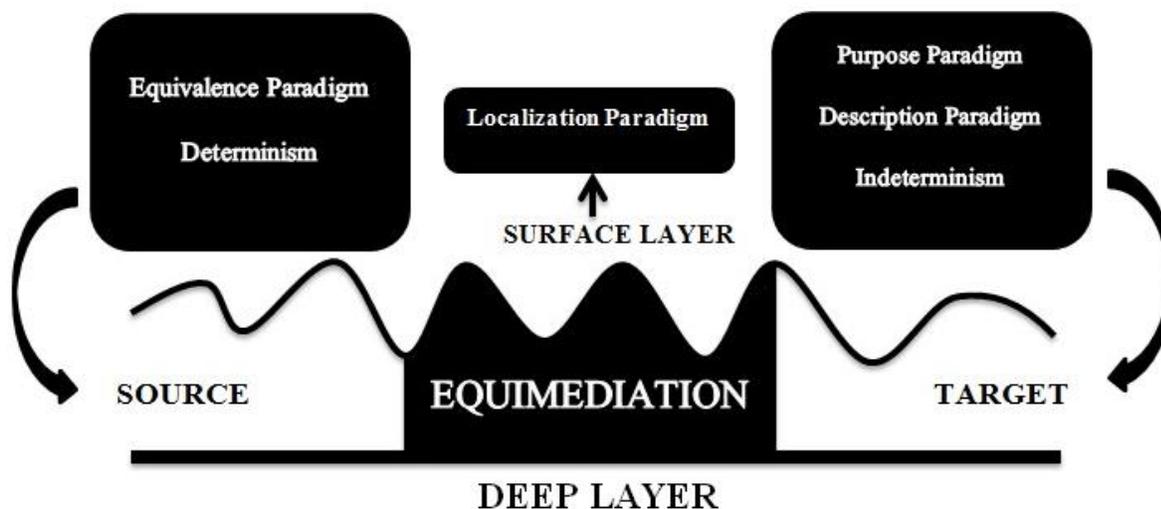

Figure1: Equimediation Paradigm

As explained, Equimediation is the kind of paradigm inspecting equivalents into two rudimental factors: (1) Source-Target Amalgamation and (2) Deep-Surface Layer. These items play key roles in New Translation Studies aiming at clarifying the deep and surface layer of translation either in source or target language contexts. It is noteworthy strong equivalents incline more to the deep layer of source-target amalgamation and the weak one more on surface layer of source-target amalgamation. Brittle equivalents sometimes incline to be strong enough and sometimes to be weak equivalents in this direction. Brittle equivalents are contextual-temporal-based in which they are used in different contexts along with various purposes.

Equimediation Paradigm utilizes source, target, reader or client, translator, and the translation at the same time so as to persuade reader on feasibility, applicability, and appropriateness of translation. Needless to say, Equimediation paradigm is more coincided to the "job specification" of Daniel Gouadec who explained client and the translator are part of the team in contextual translation. Every person has the right to judge the translation. Therefore, translator and the client should come in touch with each other. It is necessary to say that translator as the expert in Equimediation paradigm should be expert in all fields as much as he/she can. This is due to the fact that saturating the needs of the target reader will be of great importance and translator should observe the spirit and faith of source text. And eventually, it is significant to say that the agreement on the suitability of translation should not result in falsifying the content of the translation in this direction. Falsifying the content of source text causes to eliminate the rationale of the equivalents and it makes the translation to be completely superficial and fake in nature.

Equimediation paradigm uses such deep-superficial equivalents expounding the root and core of either source or target language contexts. New Translation Studies seeks to conglomerate the two poles in translation. Shaded area in translation consists of some rudimental and fundamental aspects of translation which needs to be taken into account. Translation is like crossing the road. It means that translator should be in between two

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lines of water so as to pass the river. In translation, renderer should consider the nature of source text in order to clarify the nature of target language. The translator acts like the catalyzer seeking to connect source to its counterpart. Connecting the two bridges should be carried out cautiously because the risk of falsifying source text is at high stake. Unlike passing the river, translator should hybridize source to target languages to find out the common points in these poles. Henceforth, inclination to source and target languages should be performed equally at the same time. If the translator inclines more to either source-target or deep-surface, she/he will walk on the rim of falsification issue in translation.

There might be the question which occupies the reader's mind in which why the surface layer of Equimediation paradigm is wavy and the deep layer is linear in essence (fig1). Importantly, every translation has some void and shaded areas distinguished as translation decoration. For instance, cliché metaphors, slangs, colloquial conversations, and so forth are temporal in nature and the speaker uses them for a short period of time. They never last long in translation or daily conversation. Therefore, they might be used for translation decoration as well. This is due to the fact that surface layer is wavy. Everything in surface layer is exposed to change to beautify target text. In this direction, weak equivalents and brittle equivalents along with low intensity of equivalents are used as surface layer of target text. This does not mean to say that weak and brittle equivalents are not useful or drastic in translation. However, it should be said that weak and brittle will be replaced by the other weak and brittle equivalents in a short period of time. It is like the circle which the old equivalents are replaced by the new ones. On the other hand, the deep layer is linear in nature. One has to say that strong equivalents are not prone to change. Some translatorial items in either source or target language contexts are never changed during the time. For instance, beliefs, creeds, nobility, and dignity play the key roles in translation and translator should observe their way of translating. Generally speaking, translator has to deal with the deep structure and then copes with the surface layer of target text. An example should be clarified so as to understand the real identity of the intended paradigm in translation. This poem is rendered by the Persian translator Mahbubeh Sohofi. The Persian translation observes the deep-surface amalgamation. The English poem is as follow:

Be sure it's true
When you say 'I love you'
It's a sin to tell a lie
Millions of hearts have been broken
Just because these words were spoken
I love you
Yes, I do,
I love you!
If you break my heart I'll die,
So be sure it is true,
When you say 'I love you'
It's a sin to tell a lie,
(Billy Mayhew, 1936)

The intended Persian rendering considering both deep-surface and source-target amalgamation will be as follow:

Gonahe Doruqguyee
Tanha be xatere bayane in jomalat, qalbhaye besiyari as adamiayan be dard amade ast
Dustat daram
Man niz beto eshq mivarzam
Dustat daram
Agar qalbam ra beranjani, be kame marg foruxaham raft
Pas in haghighat ra enkar nakon
Ke vaqti jomle dustat daram ra bar labanat jariee mikoni
Gonahat doruqguyeest.
(Translator: Mahbube Sohofi)

On the other hand, one translator renders such poem into the German translation. In this situation, the translator resorts to the technique of superficial or literal rendering of the words into the target language. Most of

the equivalents in this translation suffer from its artificiality. Literal translation utilizes the technique of lower intensity of equivalents. It means that the translator seeks to conceal the real intention or the rational of the target text. Literal translation means one-to-one correspondence. Natural equivalence resorts to the one-to-one correspondent translation in that one element in the source should be rendered by one equivalent in the target language. The German rendering is as follow:

Achten Sie darauf, es ist wahr
Wenn Sie sagen, 'ich liebe dich'
Es ist eine Sünde, eine Lüge zu erzählen.
Millionen von Herzenwurde gebrochen
Nur weil disese Worte gesprochen wurden
'Ich liebe dich'
Ja, ich tue
Ich liebe dich
Wenn du mein Herz brechts, ich werde sterben!
So sicher sein, es ist wahr,
Wenn Sie sagen, 'Ich liebe dich'
Es ist eine Sünde, eine Lüge zu erzählen.

The intended rendering hides the real essence of the source text. It is completely target-based and it is in accordance with the equivalence paradigm in translation. Expatiating the rationale of the equivalents or gist of the text are of great importance in New Translation Studies. It is better to note that one-to-one translation leads translating to lower quality in that the reader shuns continuing the rest of the translation. Therefore, translation of function and process will exploit the core trait of target rendering.

4. CONCLUSION

Choosing an approximate equivalent is an ordeal task for the translator in Translation Studies. Generally speaking, the translator's product is to persuade the reader upon feasibility, applicability, and practicability of the target text. Therefore, translator should consider the role of source text in his/her translation as well as target language context. However, most of the translators, without considering the intention and rationale behind the intended equivalents, translate literally so that the reader encounters the superficial understanding of source text. Intention and rationale behind the text transfer the rationale behind the words [equivalents]. So, translator should make his/her efforts to convey the essence of the text prior to act of translating. In this direction, one traditional paradigm in equivalence was proposed having some drawbacks and strengths. The equivalence paradigm scrutinizes equivalents in source language context [source-based] and aims at transferring the equivalents in accordance with source regulations.

In the light of these explanations, this study seeks to introduce one new equivalence paradigm known as Equimediation Paradigm. Equimediation paradigm inspects equivalents into two ways: (1) Deep-Surface layer of language and (2) Source-Target amalgamation language context. The intended paradigm pays more fully attention to the role of client, decoding ability, translator, and source-text function. It targets at clarifying the implied rationale and intention of source-target language text. Translator will be treated as an expert seeking to substantiate the nature of homogeneity in translation. Translator as the mediator in this paradigm is of great importance. This is due to the fact that the translator acts like the rickety bridge who seeks to reconcile the source to the target language contexts. And finally, it is better to say that an agreement between different parties such as the translator, the source, target languages, and the client must be met in accordance with the source-target reconciliation and deep-surface layer of language regulations so as to translate naturally and then it can saturate the taste of the target reader on making the fix and stable framework in its translation.

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