

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 rationale 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