Lingua e Traduzione I: prassi traduttiva EN<=>ITA

BA_Mediazione
Anno I, Semestre 2
This week’s class:

→ Revision of last week’s text

Any questions about it?

→ Equivalence according to Nida

→ Grammar point: genitivo sassone

→ text types: museums’ description

→ translating informative content
“Made In Italy” - ANSA Text: common mistakes

1. Parenthetical elements
   a. “Made in Italy, ritorno alla regia dopo 16 anni di Luciano Ligabue, esordisce in testa alla classifica del box office italiano”
   b. “Made in Italy debuts at the top of the italian box-office chart with Luciano Ligabue coming back to direction after 16 years” (taken from your translations)

TT should avoid nesting one sentence into the other → keep it simple!
“Made In Italy” - ANSA Text: common mistakes

2. Passato prossimo: simple past or present perfect?
   a. “Il film [...] ha incassato 1 milione 411 mila euro [...]”
   b. “The film [...] has cashed in 1 million 411 thousand euro [...]” → WRONG
   c. “The movie [...] collected 411 thousands euro [...]” → CORRECT

Simple past: money was counted and cashed in → this action takes place in the past
“Made In Italy” - ANSA Text: common mistakes

3. Analysis of ST’s syntax
   a. “Debutta secondo L’Uomo sul Treno - The Commuter, thriller con Liam Neeson che ha guadagnato 1 milione 72 mila euro”
      **Subject:** “L’Uomo sul Treno - The Commuter”
      **Main verb:** debutta → intransitive
      Attribute of subject: Thriller con Liam Neeson
      Relative clause connected to subject: che ha guadagnato 1 milione 72 mila euro

   b. “Secondo” is the movie’s position in the chart!
“Made In Italy” - ANSA Text: common mistakes

4. “Film con” → Movie/film starring/featuring
5. “Esordiente” → first-timer/new entry, but not “debutant” or “novice”, keep the context in mind!
6. Privilege simple, short sentences over complex ones.
words acquire meaning through their contexts and produce different responses according to culture.

meaning is dynamic and functional

3 aspects of meaning:

Linguistic m., referential m., emotive m.

a number of techniques help the translator determining the meaning of linguistic items.
E. Nida: formal & dynamic equivalence

Nida sees translation as having “two basic orientations” or “types of equivalence”: formal or dynamic equivalence.

Formal equivalence focuses attention on the message itself, in both form and content [...] One is concerned that the message in the receptor language [TL] should match as closely as possible the different elements in the source language.
Dynamic equivalence (or functional equivalence) is based on the “principle of equivalent effect”, where “the relationship between receptor and message should be substantially the same as that which existed between the original receptors and the message”. The goal is seeking “the closest natural equivalent to the source-language message”.

Key-concept: naturalness, target-oriented, function
Four basic requirements of a translation:

- Making sense
- Conveying the spirit and manner of the original
- Having a natural and easy form of expression
- Producing a similar response.

The success of a translation, according to Nida, depends above all on achieving equivalent response.

These four requirements are met through **dynamic equivalence**
Adolescence now lasts from the ages of 10 to 24, although it used to be thought to end at 19, scientists say.

TT 1 - Formal Equivalence

L’adolescenza ora dura dall’età di 10 all’età di 24 anni, sebbene si fosse soliti pensare finisse a 19 anni, affermano gli scienziati.

TT 2 - Dynamic Equivalence

In passato si pensava che l’adolescenza durasse fino ai 19 anni, ora, secondo gli esperti, durerebbe dai 10 ai 24 anni.
Grammar point: Genitive Case ‘s

Possession:
John’s pen
La penna di John

Syntax: Owner + ‘s + owned thing

Singular nouns -‘s:
→ my sister’s room
Plural nouns -‘s:
→ the children’s book
Nouns ending with -s (singular or plural) -‘:
→ my sisters’ room
Grammar point: Genitive Case ‘s

-‘s after more than one noun:
→ Jack and Karen’s parents
   I genitori di Jack e Karen
same parents, Jack and Karen are siblings

→ Jack’s and Karen’s parents
   I genitori di Jack e i genitori di
Karen
different parents, Jack and Karen
are not related

-’s is mostly used for people or animals
→ Tom’s computer isn’t working.
→ What’s Tom’s sister’s name?
→ Don’t step on the cat’s tail.

‘s or of can be used for organizations
(groups of people)
→ the government’s decision _ the
decision of the government
Grammar point: Genitive Case ‘s

’s can also be used with time expressions and periods of time

→ Yesterday’s newspaper
→ I’ve got a three week’s holiday

For things, ideas, etc. we use of and we say the beginning/end/middle/back/ front/side of

→ The door of the garage
→ In the middle of the night
[NOT “the garage’s door” or the “night’s middle”]

Structure noun+noun is sometimes possible:

→ the garage door
→ the restaurant owner
Take 5 :)
Translating informative content: museum labels

While writing for museums, one must consider the following elements:

- Audience
- Label type
- Communication: specialized and aimed at large audiences
The aim of museum labels is to inform, but also to entertain.

→ Labels contain written words and provide information to visitors

→ These information are about a specific object

→ Information on museum labels should be delivered clearly and quickly: clear and concise messages

→ Information on museum labels should also be accessible to all

→ Visitors don’t want to be overwhelmed by the text
Writing for museums (Kelly, 2015)

➔ Combination of text & pictures, drawings, etc.
➔ Visitors’ inclusion in the conversation (e.g. by asking questions)
➔ Info should be directly related to what visitors are seeing
➔ Long passages should be avoided, but if they are necessary, they should be divided into several chunks or even several labels
➔ Vary the length of the sentences (never too long!)
➔ Bullet lists enhance readability
Avoid metaphors: communication should flow swiftly from sender to receiver

Avoid terms that are too specific and technical, if you cannot avoid them you should explain them

Avoid acronyms and short forms, if unavoidable include an explanation in brackets

The writing style of museum labels should not be too academic or impersonal

Choose parataxis, the easier the better

Always keep in mind your audience
La Nascita di Venere è senza dubbio una delle opere d’arte più famose ed amate del mondo.

The Birth of Venus is undoubtedly one of the world’s most famous and appreciated works of art.
Translating museum labels/information: La Venere di Botticelli/The birth of Venus

Dipinta da Sandro Botticelli tra il 1482 e il 1485, è diventata un simbolo della pittura del 400 italiano, così densa di significati allegorici e richiami all’antichità.

Painted by Sandro Botticelli between 1482 and 1485, it has become a landmark of XV century Italian painting, so rich in meaning and allegorical references to antiquity.
Il tema deriva dalla letteratura latina ed esattamente dalle Metamorfosi di Ovidio.

The theme comes from Ovid’s Metamorphoses, a very important oeuvre of the Latin literature.

→ TT adds info, why?
Venere è ritratta nuda su una conchiglia che solca la superficie del mare; a sinistra volano i venti con una cascata di rose, a destra un’ancella (Ora) aspetta la dea per vestirla.

Venus is portrayed naked on a shell on the seashore; on her left the winds blow gently caressing her hair with a shower of roses, on her right a handmaid (Ora) waits for the goddess to go closer to dress her shy body.
Nel prato si scorgono delle violette, simbolo di modestia e spesso usate per fare pozioni d’amore.

The meadow is sprinkled with violets, symbol of modesty but often used for love potions.
Take 5 :)
Translating museum labels/information: Van Gogh’s sunflowers (EN>IT)
Translating museum labels/information: Il bacio di Hayez (IT>EN)
Next class we will

→ homework for next class:
Translation from IT to EN + from EN to IT of other informative contents in museums.
5 volunteers should send me their translation by next Friday

→ theory: functionalism

→ grammar point: simple past and present perfect

→ further explore informative text types