focus on the functions of texts and translations  
(Nord 1997:1)

translation = an activity, embedded in a theory of human action
Translation *is* communication

- secondary communication
- written text: one-way communication
- communication always has an intention
the TEXT rather than the word or the sentence as the level at which communication is achieved

FUNCTION OF THE TEXT
Which basic communicative form is realized in the text?

a. The communication of content—informative type

b. The communication of artistically organized content—expressive type

c. The communication of content with a persuasive character—operative type
Text types can be associated to or expressed by different genres

TYPICAL...

...patterns of language

...habits of textualization

...linguistic structures

> help us identify the genres

For example: - Once upon a time... > fairy-tale – expressive text-type

- Passive form+impersonal expressions > essay – informative text-type

- imperatives > recipe - operative text-type
3 TEXT TYPES:

1- Informative texts: transmitting information

**language function**: informative

**language dimension**: logical

**text focus**: content-focused

**TT should**: transmit referential content

**translation method**: 'plain prose', explicitation as required
Reiss

3 Text Types:

2- Expressive texts: creative composition

Language function: expressive

Language dimension: aesthetic

Text focus: form-focused

TT should: transmit aesthetic form

Translation method: 'identifying method', it adopts the perspective of the ST
3) Operative texts: inducing behavioral responses

language function: appellative

language dimension: dialogic

text focus: appellative-focused

TT should: elicit desired response

translation method: 'adaptive', equivalent effect
The effective transmission of the predominant function of the ST is the **determining factor** by which the TT is judged.

Different **translation methods** depend on different text types.
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Attempt to go beyond the lower linguistic level (words on a page) towards a consideration of the communicative purpose of translation

A series of intralinguistic and extralinguistic criteria

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Three types of language functions identified: are they enough?

Can text types really be differentiated?
> “plain” referential text can be full of metaphors or puns!

Exs:

«Kane could be caught in tug of war with England»
(su giocatore di calcio inglese preso tra club e nazionale)

«L'ovulo di Pasqua»
(su legge su procreazione assistita)

«Un giorno da pecora»
(su dimissioni Ministro Lupi)
Assessment of functionalist approaches

(+)

Useful for thinking about translation as a PROFESSIONAL ACTIVITY, it puts translators into focus

(-)

- To what extent does it account for the reality of the translation profession? (idea of empowerment of the translator, who works on an equal footing with others)

- Emphasis on function seems to subordinate translation to purely commercial issues

(see House, Gentzler, etc)